

The American Perfumer

and Essential Oil Review

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See also page 9

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GENEVA

THE tireless efforts of the M. Naef & Co. laboratories continue to yield synthetic aromatic chemicals of a fidelity to the natural floral odor type heretofore believed unattainable.

Their latest specialty, resembling to a marked degree the sweet perfume of the white tobacco flower, is —

FLORALBA

—having a new character to its odor, due to the addition of certain newly discovered synthetics in our laboratories.

Floralba is highly concentrated and is recommended for compositions of a predominate Jamin note—in fact, as a complete substitute to afford the bouquet an altogether original style.

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UNGERER & CO.
NEW YORK

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IN THIS ISSUE

MANY problems confronting the industry during the coming year are given by leaders in the industry in our annual symposium. Among these are many suggestions as how best to meet the present situation. These you will not only find of interest but of great value. Washington news contains an interesting outline of the ruling barring perfume imports which has caused quite a furor with returning tourists. This article points out the abuse of the privilege of bringing in \$100 worth of goods duty free which resulted in this ban. You will be interested in the article by Walter Mueller telling "How Is the Industry Faring?" The necessity of toilet articles has placed the industry not among the luxuries but among the essentials. Mr. Mueller tells just what the trend is.

New products and packages always form an intriguing section which keeps you advised of the news in the retail field. In fact every section of the January issue you will find of interest.

The
American Perfumer
and Essential Oil Review

Registered U. S. Patent Office

VOL. XXV

NO. 11

Guaranteed Quality

"StaffAllen's"



*I*T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

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OTTO OF ROSE D'OR

*W*HEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

UNGERER & COMPANY : : New York
 BOTU D. PAPPAZOGLOU, S. A., Kazanlik, Bulgaria

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

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NEW YORK, JANUARY, 1931

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Our Annual Symposium

NOTWITHSTANDING the fact that 1930 was conceded to be a poor year for almost all lines of industry and trade, the picture in our annual symposium, published in this issue, confirms what we had long believed; namely, that the toilet preparations industry is more or less "depression proof." While it is true that manufacturers in our field have felt the pinch of unfavorable times to some extent, it is none the less apparent that retail business in toilet preparations suffered little from the effects of slack business in other lines. Women did not curtail the use of preparations—neither did men for that matter—and while there may have been more emphasis on small sizes, refills and like shortcuts to economy, the industry by no means stood still in 1930 and enters the new year with every prospect of a continuation of the rapid, steady growth which has been one of the marvels of our industrial development during the last fifteen years.

Nor is the optimism voiced by our contributors confined alone to the manufacturers, who might be accused of "whistling to keep their courage up." It is reflected as well in the very interesting comments of the representatives of retail outlets, included in the answers to our questionnaire.

In an effort to bring out an adequate cross section of opinions on some of the many problems which the industry must face during the coming year, we prepared this year a longer list of questions than usual. While this may have in part defeated its purpose by presenting a too formidable task to our contributors, the results have justified the plan and much of interest has come from those who have taken the time to reply to some or all of the questions.

Not the least interesting have been one or two communications from people who did not desire to be quoted, and possibly for this reason expressed themselves a little more fully than many felt inclined to do. For example, one of the leaders in the industry in New York, expressed some fear

for the compact business in a communication which we are not privileged to print. He pointed out that the rapidity with which the industry was bringing out new compacts had brought this important branch of the trade to the point where no one could longer make a profit. The initial investment in bringing out such an item is large and the initial orders must also be large to bring the unit cost to a reasonable level. According to this factor, new compacts, because of the rush to bring out still another one, are made obsolete in six to eight months, and the losses, if costs are properly computed, are heavy indeed. This may bear careful consideration on the part of toilet goods makers.

Analyzing the replies to the questions which we presented for our contributors' consideration, there is practical unanimity that prospects for business in toilet goods and flavoring extracts during the coming year are good for those houses prepared to make an intensive drive for business. Sales work has become of vital importance and efforts will be largely devoted along these lines during the coming year.

There was no unanimity, however, on the second question as to whether lower priced goods or small sizes of the more expensive lines showed sharp gains during 1930 at the expense of more costly items. Even the retail trade was divided on the point although in general, replies indicated that there had been some increase in business on lower priced as against more costly products. The emphasis on quality, rather than price, is again stressed by numerous contributors, tending to show that the American public has become more discriminating in its purchases and is not content with anything but the best that it can afford.

A large majority of our contributors are opposed to the 10c size in standard merchandise, feeling that it cheapens the industry, curtails sales and profits in more expensive sizes, and is in general an undesirable innovation.

Almost equally divided are opinions as to the effect of stores featuring their own lines. Some

believe that the additional stimulus of extra sales effort will react to the benefit of nationally advertised goods, while others feel that the store lines are bound to cut into the sales of advertised products. One extremely interesting view is that the trend will eventually defeat its own purpose because the public will weary of substitution and its effects and will insist more than ever on nationally advertised goods. Admittedly, this will take some little time.

Foreign markets seem likely to receive adequate but not special attention during the coming year, most replies having either ignored the question or indicated that normal efforts for the cultivation of export business would be put forth.

The old question of the trend, toward or away from American as against foreign brands, met with about the usual reception. A most interesting feature of the replies to this question was the fact that retail store buyers, especially in the West, have noted a distinct, though slow, trend toward American preparations, even in perfumes. In the East, the replies indicate the reverse.

Most of our contributors indicate that some censorship or control of advertising claims in the industry is not only advisable, but necessary. But there is a decided opinion to the effect that this control should not be exercised through a governmental agency, but rather through the industry itself in some co-operative fashion. A few favor work by the Federal Trade Commission on the matter but they seem to be in a decided minority.

An increase in toilet goods advertising is certain according to replies to the questionnaire, practically all who answered this question indicating that appropriations would be increased in 1931.

On the whole, the symposium is, we feel, one of the most interesting and instructive which we have ever published. We advise our readers to read and study the communications for we are certain that they will find many of their own problems helpfully discussed and considered.

The Legislative Season

THE legislatures of no less than forty-three of the forty-eight states will be in session during 1931, by far the greater part of them having met already for annual or biennial legislative sessions. According to the *World Almanac*, only the states of Kentucky, Louisiana, Mississippi, Missouri and Virginia will be without legislative sessions during the year.

Already several states are considering measures of one sort or another which would affect our industries and the possibilities of action in other states are almost endless. A large number and variety of restrictive proposals may be taken up and doubtless will be in many of the states.

With legislation pending or likely to be introduced in so many jurisdictions, it is obvious that the necessity for vigilance and concerted action on the part of all manufacturers of toilet preparations was never greater. Concerted action in the past

OUR ADVERTISERS

SWINDELL BROTHERS

Baltimore, Md.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW
432 Fourth Ave., New York City

GENTLEMEN: We have always been very pleased with the results from our advertisement in THE AMERICAN PERFUMER and it has been the cause of our receiving many large inquiries on our regular stock bottles. However, we are particularly pleased with the results of the advertisement in the last issue, bringing our super machine-made bottles to the attention of the trade. Not a day passes that we do not receive four or five inquiries from new prospects.

Even large houses that we call on have, on their own initiative, requested us to send samples and prices of the new super machine-made bottles.

With kindest personal regards, we are

Yours very truly,

SWINDELL BROTHERS

By: W. C. YOUNG.

has been successful in preventing the passage of laws unfavorable to our industries or placing an unwarranted burden of taxation upon them. It is only by concerted action that future attempts of the same sort will be thwarted.

The American Manufacturers of Toilet Articles has taken an active part in legislative work on behalf of the entire industry in the past and its work has been very successful. It is the body best equipped to offer an effective protest against unfavorable proposals affecting the toilet goods industry. We would urge our readers, whether members of the Association or not, to co-operate in every possible way, especially in advising the Association promptly of unfavorable bills in their own states and working along with its representatives to prevent the enactment of such measures.

Concerted action is bound to be effective as it has been in the past. Sporadic and scattering efforts on the part of individuals may or may not be successful.

"The Same to You!"

WE want to thank our friends in the industry for the kind thoughts which accompanied the hundreds of greetings which we received in the form of calendars, cards, etc., during the Holiday Season. It is indeed pleasant to be remembered in this way and we wish that we might reply to each personally. So numerous were the greetings, however, that space is lacking to list even the names of those who sent them. We take this means of expressing our deep appreciation and of assuring our friends that we heartily reciprocate their good wishes.

Ruling Bars Perfume Imports

*Protests by Importers Result in Ban on Tourist
Trade in Trade Marked Brands as
Provided in Tariff Act*

WASHINGTON, January 5.—Despite the surprise manifested in many quarters recently when the Customs Service began confiscating certain brands of foreign-made perfumes, with the exception of one bottle per person, brought home by travelers from abroad, the service was acting under a law which in one form or another has been on the statute books for probably a century, at least as long as patent rights have been enforced in their modern form.

Considerable discussion has been aroused as to whether the law is fair to the buying public. In any event, it was designed to protect the sellers of such imported products as perfumes, and it is operative only when invoked by those interested.

The substance of the law is this:

An importer of a product which is registered under international patent or copyright laws, if he so desires, may file the patent numbers or trade name of those products and require the customs service to exclude them except for his exclusive importations.

Applies to All Merchandise

Two notable instances of the invocation of this law have occurred recently, prior to the action on a long list of perfumes, which occasioned considerable publicity.

One of these was initiated at the behest of the importer for the United States of Hispano-Suiza automobiles. In this case, which is still enforced, no one may buy a Hispano-Suiza car in Italy and bring it into this country, even though duty is paid in the regular way, without the consent of the importer. It is assumed, that being the intent of the law, that such consent will be given in consideration of the payment of the commission the American dealer would have obtained for the sale of a car.

The Guerlain Perfumery Corp., also invoked the law a few months ago and obtained exclusion of importations of its perfumes before other companies took action.

In this case it was shown that the perfume made by this manufacturer could be obtained in Mexico for about nine dollars an ounce, whereas the selling price in the United States was reported to have been fixed at \$15 an ounce. It also could be obtained cheaply in Cuba.

Why the manufacturers and importers could afford to import and sell the identical perfume in adjacent countries at such comparatively low prices was not

gone into, it being sufficient only that Guerlain should register its trade marks with the Customs Bureau to have an embargo laid down and its business at its set price protected in the United States.

Action by Importers

The comprehensive action on behalf of the large group of perfumers whose products figured in the recent order was requested on Oct. 18 in a letter sent to the bureau by Mock & Blum, attorneys, of New York City. This listed the following brands or companies

for the same action: Bourjois, Inc., Caron Corporation, Ciro Parfums, Corday, Inc., Coty, Inc., D'Orsay, Inc., Gabilla, Houbigant, Inc., Lanvin Parfums, Inc., Oriza L. Legrand, Inc., Lenthéric, Inc., Les Parfums de Rosine, Inc., Parfumerie Rigaud, Inc., Roger & Gallet, Helena Rubenstein, Inc., Alfred H. Smith Company, and Yardley & Co., Ltd.

Realizing the "allure" attached to a present actually brought from abroad by a friend or a relative, Messrs. Mock and Blum in their action specifically asked that travelers be permitted to bring in one bottle each, providing the label or stamp were mutilated so that the bottle would not be salable. This request is being observed and tourists from abroad, Mexico, Cuba, etc., may import one bottle.

The following is a statement prepared by Hugo Mock, of Mock & Blum, outlining the position of the perfumers in the matter:

"The announcement in current newspapers bearing the title 'United States limits perfume imports bearing American trade marks' gives the impression that the customs ruling which tends to bar out hereafter the importation of any well known brands of French perfumes by tourists is a recent one.

"This is not the case, as the section of the tariff act upon which this ruling is based was a part of the Tariff Act of 1922 and has been in force since then, and the same section was re-enacted in the Tariff Act of 1930, and it should be noted that it does not apply specifically to perfume but applies to all merchandise. Its section 526 reads as follows:

"(a) Importation Prohibited.—It shall be unlawful to import into the United States any merchandise of foreign manufacture if such merchandise, or the label, sign, print, package,



wrapper, or receptacle, bears a trade mark owned by a citizen of, or by a corporation or association created or organized within, the United States, and registered in the Patent Office by a person domiciled in the United States, under the provisions of the Act entitled, 'An Act to authorize the registration of trade marks used in commerce with foreign nations or among the several States or with Indian tribes, and to protect the same,' approved February 20, 1905, as amended, and if a copy of the certificate of registration of such trade mark is filed with the Secretary of the Treasury, in the manner provided in section 27 of such Act, unless written consent of the owner of such trade mark is produced at the time of making entry.

"(b) Seizure and Forfeiture.—Any such merchandise imported into the United States in violation of the provisions of this section shall be subject to seizure and forfeiture for violation of the customs laws.

"(c) Injunction and Damages.—Any person dealing in any such merchandise may be enjoined from dealing therein within the United States or may be required to export or destroy such merchandise or to remove or obliterate such trade mark and shall be liable for the same damages and profits provided for wrongful use of trade mark, under the provisions of such Act of February 20, 1905, as amended."

"It is highly important for the protection of the American good-will that the indiscriminate importation of the foreign product be not permitted as where the foreign perfume is imported into the United States in competition with the United States agent for the same product it will be obvious that the free lance importer can undersell the United States agent who is required to bear the burden of heavy tariffs.

"That tourists have been in the habit of bringing in a considerable quantity of French perfumes for many years has been well known to the American importer of perfumes who has looked upon the situation with more or less equanimity and has been loth to enforce the customs statute in all its rigor against bonafide tourists.

"However, in the last year, department stores on the Pacific Coast and in Florida have complained of their inability to sell high-priced French perfumes, alleging that their perfume departments were being used merely as information bureaus by tourists visiting Tia Juana and Agua Caliente, of the Pacific Coast Mexican resorts, and Havana, which is freely visited by Florida tourists. These protests from the department store trade became so emphatic that they were finally communicated to their local trade associations.

"It was upon the representations of these retailers who supplied the necessary proofs to the Customs department of the practically wholesale importations of foreign perfumes from Tia Juana and Agua Caliente, Mexico, and other southern border cities, that the Customs authorities were impelled to take action.

"In the affidavits supplied to the Customs authorities by California merchants, it was shown that the Cali-

fornia visitors to the Tia Juana race track for instance numbered thousands daily, each of whom was privileged to return with \$100 worth of perfume free of duty.

"Inasmuch as perfume represents desirable foreign merchandise in a small volume, these tourists came back to the United States with practically no other purchases but perfume, with the consequent demoralization of the American market in these articles as long as such importations occurred. In the case of European tourists who were apt to purchase other articles abroad as well as perfumes and whose visits were apt to occupy three or four months at least, no complaint was filed by the American Perfumery Importers. The tourist business to Havana, Cuba, Tia Juana, Agua Caliente, etc., is, however, of rather recent development and when it was found that persons were commercializing the privilege of bringing foreign perfumes into the United States free of duty by making frequent trips to these southern resorts, a protest was filed with the Commissioner of Customs."

Alcohol Regulations Issuance Again Postponed

WASHINGTON, Jan. 9.—Despite definite announcement of the issuance of the new industrial alcohol regulations on the first of this month, one more of a series of postponements has carried them over to Feb. 1.

Dr. James M. Doran, Commissioner of Industrial Alcohol, said today that he did not anticipate further postponement beyond that date, and added that only technicalities caused this last postponement. The substance of the regulations is unchanged, since their formulation was completed early in December, he added, but so many government officials must approve them before they are printed that more time was consumed in their "making the rounds" than had been anticipated.

The regulation, it was reiterated, will, when issued, contain the provisions easing the burdens of perfumers in the matter of the use of aldehydes, as announced last month, and manufacturers of flavoring extracts will be permitted to use newly developed substitutes for esters as a denaturant.

With the main problems of users of specially denatured alcohol presumably settled through the preparation of the new regulations with the advice of the Industrial Alcohol Advisory Council, the principal interest in this field has shifted to new methods of preparing common denatured alcohol in such a manner as to make it non-poisonous, although unfit for human consumption. It is claimed that hereafter there will be no occasion for mortalities resulting from attempts to use denatured alcohol for beverage purposes.

Another development being watched with curious interest by Federal prohibition officials is occurring in West Virginia, although no action in the matter is being taken here as it is purely a State affair.

That is the State regulation, effective on Jan. 1, which automatically stopped barbers from applying bay rum and other high-alcohol-content preparations in their shops.

West Virginia ranks among the most "advanced"

(Continued on Page 730)

Views on 1931's Problems

Leaders in Perfumes, Toilet Goods and Flavors

Anticipate Improvement in Business

But Point Out Difficulties

ATURN toward more favorable conditions in general business and a growing demand for toilet goods during 1931 are indicated by the replies received from leaders in the industry to a questionnaire which accompanied a request for a contribution to the Annual Symposium of THE AMERICAN PERFUMER. Willingness to work, greater emphasis upon quality and increased advertising efforts are confidently expected by the contributors to this symposium to lead to more stable conditions and to augmented volume of sales and increasing profits.

In order to test to the best advantage the sentiment in the industry with regard to a wide variety of subjects, requests for contributions to the symposium this year were accompanied by a longer list of questions than usual. In place of four or five topics, ten subjects were suggested for the consideration of the contributors. In general the response, as shown in the accompanying letters, was gratifying in the extreme although it is possible that the larger number of questions may have discouraged some from making specific replies.

The following is the questionnaire which was sent to manufacturers of toilet preparations. The same questions in slightly modified form were asked of the importers.

1. How do you view prospects for business in toilet goods during 1931?
2. What was the trend in toilet goods sales during 1930? (a) Was there a gain in the sales in the lower-price range? (b) Was there a trend toward the smaller sizes in high-priced merchandise?
3. What is your reaction toward the tendency of manufacturers to put out 10c sizes for sale at 5 and 10c stores or on 10c tables in other stores?
4. What is your attitude toward the growing tendency of stores to feature their own lines, and will this tendency stimulate or retard the sale of nationally advertised products?
5. What would you suggest as problems on which co-operative action will be most needed during the coming year; and what plans for increasing co-operation among the manufacturers would you suggest?
6. Do you plan to intensify your drive for foreign markets during the coming year? If so, in what way?
7. What class of items in your line has been making the most rapid progress; and are you planning to extend your line by the addition of new products or to increase its appeal through new packages?

8. Do you consider that progress has been made in the last year toward selling women the idea of "American perfumes and toilet preparations" as against foreign brands?
9. What is your attitude regarding the growing tendency toward censorship of advertising by the Federal Trade Commission and other governmental and private agencies?
10. Will you increase your advertising appropriation in 1931?

A more detailed analysis of the replies which were received is contained in the editorial on page 663 of this issue. But in a broad sense it has been impossible to analyze the letters completely. They form an extremely interesting cross-section of opinion from the industry's leading figures. As such, they should be read and studied by everyone who expects to do business in toilet goods, perfumes and flavors during the coming year.

The note of optimism which is found running through the entire body of opinions is worthy of special attention and the discussion of trade problems and hoped that readers of these pages will find the following difficulties is both interesting and instructive. It is opinions valuable.

President of the A. M. T. A.

H. Henry Bertram, president, A. P. Babcock Co., New York City.—The majority of business prognosticators like Colonel Leonard Ayres and Roger Babson



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H. HENRY BERTRAM

seem to feel that the bottom of the present business depression has been passed. They all seem to agree too, that recovery will be slow but sure, and that appreciable gains will not occur until later in the year. The fact augurs well for the American manufacturer of perfumes and toilet articles for the largest part of his business is done in the last half of the year.

It is a time for courage and clear thinking. Our industry has grown through vision and courage, and there is no reason to believe that any of the leaders in the industry have done aught but grow in these two essentials.

We believe that, due to the depression, many prob-

lems have arisen that must be met squarely, but our faith in the ability of our industrial leaders is in no wise disturbed. The problems will be met and will be solved. The American Manufacturers of Toilet Articles, whose membership consists of the best elements in the industry, may be counted upon to assist in the solution of these problems.

Colgate-Palmolive-Peet Co., Chicago

Charles S. Pearce, president.—Our efforts and expenditures through advertising and selling effort on toilet lines will not be decreased in 1931. We hope for increased results.

C. H. Stuart & Co., Inc., Newark, N. Y.

Paul D. Newton, vice-president.—We look for a gradual betterment in business conditions as 1931 advances.

We are planning to make our line more pleasing to our customers by the use of more attractive and modern packages.

We expect to fully maintain promotion activities, and if conditions warrant will increase our advertising budget for 1931.

We really feel that 1930 was not anywhere near as black as it has often been painted, and we feel sure that 1931 will show a larger volume of sales and profit.

Mulhens & Kropff, Inc., New York

Daniel J. Mulster, secretary and treasurer.—Naturally, we all hope that the depression we have felt during 1930 will quickly give way to a healthy and prosperous condition of business. However, our optimism does not assert itself unhindered; we feel that the improvement will be gradual. In the retail business, a sudden upward swing is hardly possible; the stores are not carrying large stocks and are not in a position to take care of any concerted and extensive demand for merchandise. Most of them will no doubt follow the policy of adding conservatively to their stocks. But we do think that aggressive measures will be necessary to get things under way at a normal pace.

In 1930, the trend seemed to be toward popular priced advertised products. This was apparently true of all lines. But the popular priced goods suffered along with the rest, except not in the same degree, of course, as the higher priced goods. Due to the mass tendency to buy less expensive goods, a tendency that depression is always bound to encourage, we believe that the first to feel the improvement will be the manufacturers and vendors of popular priced goods, particularly those which receive the benefit of consistent advertising.

The 10c sizes of products sold regularly in larger size regular packages are excellent for distribution through the five and ten cent stores, and, in some cases, through chain drug stores. However, as far as the independent

druggist is concerned the plan has been a disappointment. People who habitually purchase ten cent sizes in most cases never buy the regular sizes, and those who do buy the ten cent goods usually purchase them at five and ten cent stores or chain drug stores. The independent druggist cannot afford to carry a large enough stock of these ten cent sizes to meet this competition, and he cannot devote the space required for the adequate display of merchandise which actually brings him very little in the way of profit. He can only use his ten cent sizes as trial merchandise, hoping that if a ten cent item is purchased and found satisfactory, the customer will return for the regular size. The independent druggist also has the cut-price situation to meet; on the West Coast the ten cent sizes have been selling at three for a quarter. But we would say that within certain limits, and using certain prescribed channels of distribution, ten cent sizes will continue to move with pleasing regularity.

Stores featuring their own lines, of course, lose the benefit of the advertising being done nationally and locally by the manufacturers of advertised goods. This means the stores have to do a lot of pushing to move their own goods as against the advertised lines which are in active, every day demand. We realize that most of the larger stores, and many of the smaller ones, enjoy a local standing which they capitalize in featuring private brands, and in so doing, they are matching their own reputations with that of the manufacturers of the nationally advertised lines. However,

in our opinion, it is a dangerous policy for a smaller store to follow, because the time and argument necessary to sell private brands, in competition with the nationally advertised goods people recognize as standard, slow up turnover and eat up whatever small additional profit per sale is realized on the dealer's own brand. As a matter of fact, large stores find this applies to them as well, and, in most cases,

they co-operate effectively with the manufacturers of nationally advertised goods. As far as we are concerned, we do not make private brands, nor do we furnish our own goods under private labels. For the manufacturer, we feel that this policy is short-sighted and puts him at the mercy of the retailer.

We believe that co-operative action is sorely needed to eliminate price-cutting, which is in the interest of neither the manufacturer nor the dealer. In fact, it is a question whether the consumer benefits thereby, because it is well known that cut-price goods are used as bait, often leading to the purchase, by the consumer, of, for example, privately branded goods, the value of which is often doubtful. We further believe that plans must be pushed to stop the counterfeiting of advertised brands. This is probably the worst situation we have to face today in the toilet goods and



CHARLES S. PEARCE



DANIEL J. MULSTER

drug line. Radical measures must be pursued; and we stand ready to co-operate in any way we can to get rid of this menace. We shall be glad to consult with other manufacturers on this subject.

As we have said, we look for a gradual improvement in 1931, and we are planning to add several new items during the year. In fact, even with business conditions as they have been, we added some very successful new items in 1930. But we believe that, for the most part, it will be wisest to concentrate on as few items as possible. The new goods which we are marketing were and are in demand, and our sales records have proved that we were justified in introducing them.

Undoubtedly, progress toward selling women the idea of "American Perfumes and Toiletries" as against foreign brands, has taken hold and is making headway. Some so called foreign brands are actually produced in bulk in this country, sent aboard to be packaged, and are then re-imported. The consuming public is beginning to be educated to this fact, a job in which the retailers are assisting to a valuable degree. The intelligent national advertising being done by American manufacturer is another factor which is helping to establish high grade American goods on the basis which they deserve.

We believe that too much governmental regulation of legitimate business must be discouraged. It is obviously a dangerous tendency. The more American business is allowed by the authorities to work out its own destinies, the quicker business will improve and the more progress will be made. This applies to advertising as well as every other factor of business.

During 1931 we shall continue to advertise our products in a consistent way and will maintain our last year's appropriation. As business improves, we expect to add to our advertising program, but as effective an instrument of business as advertising undoubtedly is, we do not believe it can or should be expected to force things artificially. Advertising has accomplished much and will continue to accomplish more, but it cannot perform miracles. When used in the proper way, advertising will do a job, and it is a stimulus to business that we regard as a first essential.

We are sure that 1931 will find everybody on the road to a renewed prosperity, and we wish you and all of the readers of your valued publication a Very Happy and Successful New Year.

Northam Warren Corporation, New York

Northam Warren, president.—Considering the condition of business generally, we feel that we have had a good year and are satisfied with the results.

If there is a tendency, as you say, on the part of stores to feature their own lines, we do not believe this will retard the sale of advertised products as much as will unsound practices on the part of the manufacturers themselves, such as the consigning of merchandise to be paid for if and when sold, the payment of secret and open P.M.'s, the subsidizing of buyers, etc. A high quality of merchandise, plenty of advertising,

intelligent selling and a stable business policy, we believe, are the essentials of a successful year's programme in good times or bad.

We have always been active in foreign markets, and such is the superior prestige of American toilet articles in lines such as face creams, manicure preparations, depilatories, etc., that we have been able to maintain our progress.



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NORTHAM WARREN

Under the able and progressive leadership of Mr. H. H. Bertram, the American Manufacturers of Toilet Articles is in a position to render its membership peculiarly valuable service at a time like this if the members will abandon concentrating on scientific and manufacturing topics and discuss their marketing problems in the open just as is done in many other industries. In this the AMERICAN PERFUMER with its frank and courageous editorial policy can also render valuable help.

Richard Hudnut, New York

C. A. Pennock, sales manager.—We consider prospects for business in our industry for 1931 equally as good, if not better, than during the year 1930.

We did not notice any particular change in the trend in toilet goods sales during 1930, either in favor of lower-priced merchandise or smaller sizes in higher-priced merchandise.

As regards 10c. sizes, this is a matter each manufacturer must decide. We do not consider it logical to supply any of our products in 10c. sizes.

Naturally, we cannot conceive any manufacturer of nationally advertised products favoring the growing tendency on the part of retail stores to feature their own lines. Undoubtedly, such merchandise supplies some of the demand for nationally advertised products.



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C. A. PENNOCK

Continuous co-operative action on the part of a number of the leading manufacturers toward discouraging promiscuous returning of merchandise by the dealer to clear his shelves or reduce his inventory would, no doubt, aid to lessen this evil. Manufacturers should also co-operate toward discouraging the growing tendency on the part of retailers to substitute their own

brand of merchandise on consumer calls for nationally advertised products.

Efforts to expand in foreign markets will be continued the coming year.

We recognize imported perfumes are given preference by consumers. In all other cosmetic and toilet articles, we feel the domestic manufacturer has equal, if not better, opportunity with the foreign manufacturer.

During 1931, we will continue to advertise and do other promotional work to increase the sale of our product.

Pond's Extract Co., New York

C. M. Baker, vice-president.—Our domestic business in 1930 was satisfactory, that is, it was ahead of 1929; and as we feel that next year should certainly be no worse than 1930 we are going ahead with increased appropriations for advertising, being confident that women are going to continue to consider as necessities certainly the more useful toilet articles, particularly if they are in the realm of reasonable prices.

The depression which has extended almost all over the world has adversely affected our business in certain export markets. The difficulties by the slump in trade have been increased by the action of several foreign governments in materially increasing import duties on toilet articles, thus necessitating the establishment of manufacturing facilities this year in several additional countries, including some comparatively small ones where it is a question if the possible volume of business will justify the high overhead expenses which accompany small scale manufacturing. We presume that similar action by other governments may be expected in view of our own tariff policy.



C. M. BAKER

Allen B. Wrisley & Co., Chicago

George Briggs, sales manager.—Having just returned from an extended trip throughout the East, visiting many of the leading manufacturers, jobbers and retail merchants in our industry, it was gratifying to note the strong convictions entertained by many that the prospects for 1931 are expected to be very good. This will not be marked with any sudden spurt, but rather with a slow and steady climb upwards, gaining momentum as the year rolls on.

Following the economic trend of the buying public, we have noticed a decided tendency towards merchandise of the less expensive range. Greater progress will be made by the live awake manufacturer who is ever on the alert to place new products before the public, packed in snappy and classier containers.

It is generally agreed that there would be no occa-

sion for business cycles, if people would learn to think temperately. As a nation, we are prone to swing to wide extremes. At times we are over-optimistic, and then again we are in the depths of pessimism. To avoid these unseemly gyrations and their subsequent upheavals, is the big problem to which the leaders of business are now devoting considerable attention.

Harriet Hubbard Ayer, Inc., New York

Edwin Sefton, vice-president.—What a hectic year the world has witnessed in that of 1930! It was a good year in which to take stock of our past shortcomings, if any we had, and to advantage ourselves of better understanding of management.

To our industry we cannot fail to regard conditions with anything other than equanimity, even for the immediate future. We feel that the consumer demand more than equals the dealers' stocks on hand, which is certainly a good augury.

Our company manufactures a line of merchandise that we think gives excellent value on every price range, and we have not felt any particular tightening up in the higher brackets as against any increase in the smaller sizes.



EDWIN SEFTON

Any well managed concern that believes it wise to manufacture 10c items will probably do so. For ourselves we are not inclined to the belief that it would be of value to us or to our customers to do so.

We can find no fault with stores that manufacture and feature their own lines. All we ask of them is an even break in competition, in which event we will both be benefited. But such stores must manufacture high quality products.

There are quite a few merchandising problems that we think could be solved to the value of all through co-operative action. However, we do not believe that manufacturers will ever agree to and stand together upon any general line of merchandising.

We are at all times making intensifying efforts to build up our foreign business and have rather substantial relations already established.

Creams, powders, lotions, compacts and manicure items have shown the largest increase during the past year. As in the past we will naturally put out new items from time to time, and some of them are now in the making.

American manufacturers of perfumes have, in our opinion, made decided progress in competition with so-called foreign perfumes, and will continue to do so. American manufacturers of quality toilet preparations in general have nothing to fear from like products bearing a foreign label. We Americans are so far advanced in this particular field over foreign manufacturers that we need but keep our fences constantly in repair. Our company pays little if any atten-

tion to foreign or domestic competition. We have good merchandise to sell, and we sell it.

Our view is that the public is growing more and more purchasing wise. Therefore, if we are correct in this, we can advance no good reason for censorship of any sort of advertising. There is now and has been for some time a large degree of plagiarism in cosmetic advertising, and some of it is too definitely lurid to bring results commensurate with cost. The ultimate consumer in the United States is rarely bitten twice in the same spot.

Bourjois, Inc., New York

Ralph H. Aronson, vice-president.—The year 1931 should see an increase in the toilet goods business over 1930.

The tendency of department stores and merchants during 1930 to buy closely has cut down their inventories and they have also lost sales by going too far in this respect, so that accordingly for 1931 it will be necessary for them to have a good representation of lines that are moving and they will necessarily have to replenish their stocks and get their inventories back to a normal basis.

Private brands will not affect the sales of manufacturers who are advertising constantly and who are putting out merchandise of value. Private brands cannot necessarily become national in scope; whereas the manufacturer creates a national demand which cannot be replaced by these private brands.

The manufacturer who creates a demand and puts out merchandise of value, and who insists upon his dealers obtaining their full margin of profit is bound to be successful—perhaps not quite so fast as the manufacturer who is willing to have his products "sky-rocketed" by permitting dealers to give away their profit, but the manufacturer who does insist upon a fair margin of profit for his dealers will be doing business successfully many years from now.

Charles of the Ritz, Inc., New York

John H. Hershman, vice-president.—Prophecy is not among my gifts. However, any business man, looking ahead and judging from the past, is able to get a more or less true picture of future possibilities.

There is no use in denying that we have been going through a period of depression. That we, Charles of the Ritz, were able to go steadily ahead, increasing our business week by week and month by month, does not blind us to the fact that, as a whole, the toilet goods industry suffered as well as did other industries by reason of the nation-wide slump. However I think we may all take courage in the fact that the beauty industry suffered far less than many others. Does this not prove that, however we may be rated by the economists, the beauty business has become an essential

industry? I think it does. The modern woman must have her toilet preparations and those manufacturers whose product has merit and whose policies are sound, will, I feel confident, see their 1931 sales steadily climbing.

There are the two things I would stress—quality and a sound merchandising policy. The time has passed when a fanfare of advertising will put over an inferior product. Women have become wise and wary. They know what they can expect of beauty preparations. They have become suspicious of superlatives. On the other hand, they are more receptive than ever to sound, scientific instruction. I believe too, they are becoming more stable in their use of toilet preparations. They are not changing from one brand to another quite so frequently as heretofore.

As for a sound merchandising policy, that seems to me the only way to secure the necessary co-operation of the department or drug store.

I cannot answer your second question with exactness, but judging from our own sales, I should say that the depression had not turned sales toward the lower price range. Ours is a high priced line and we have seen a steady increase this past year. Women do not count the cost of beauty. They instinctively recognize that it is priceless and anything that aids them in preserving or increasing it, is entirely outside of price consideration. Few women, however, buy larger sizes of a high priced line until after they have tested out the small sizes. If that

proves satisfactory, they are quite willing to buy the larger sizes.

As to stores featuring their own lines, I do not believe this will have any particular effect one way or the other on established lines.

It would be impossible to say what class of items in the Charles of the Ritz line have made the most rapid progress. We are a treatment line and our preparations are sold as part of a treatment. Therefore, there is not the tendency to emphasize one item or one class of items, as perhaps there might be in a line of unrelated items.

Our plans for 1931? We believe that we have laid a solid foundation for a substantial business and we shall continue with the same policy of wholehearted cooperation with our dealers that has been responsible for our *sane and rapid* growth in the past.

A. J. Krank, Mfg. Co., St. Paul, Minn.

W. O. Washburn, president.—We are very optimistic in our view of the prospects for business in toilet goods during 1931. It is our opinion that the low point in this period of so-called inactivity has been passed and that we are now on the path leading to a period of real progressiveness and increased business.

From our own experience we do not believe that



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RALPH H. ARONSON



C.B. & S.

JOHN H. HERSHMAN

there was any appreciable gain in the sales in the lower-price range or that there was a noticeable trend to smaller sizes in high-priced merchandise. We do believe, though, that true value was a big factor and that this was more important than price or size.

We still reserve any opinion with regard to the tendency of manufacturers to put out 10c sizes for sale at 5 and 10c stores or on 10c tables in other stores.

While there has been some development and progress in that direction we still believe that this movement is in its experimental stage and that this year may possibly determine the soundness and feasibility of these small sizes.

We do not believe that the growing tendency of stores to feature their own lines will retard the sale of nationally advertised products. In our opinion the products that are nationally advertised and for sale everywhere will receive the general recognition and preference of the public.

In the foreign markets we intend to intensify our efforts. This applying to such countries where conditions permit and warrant such a policy. This to take effect in the way of intensive merchandising effort through local agents.

We have never laid out a definite plan for extending our line by the addition of new products; this being determined according to the necessity and occasion for doing so, believing that real progress is also dependent upon standardization.



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W. O. WASHBURN

Great progress is being made toward selling women the idea of American cosmetics as against foreign brands with the possible exception of perfume. We believe that American perfumes compare favorably in every respect with foreign brands but that the development of marketing and distribution of American perfumes has not been developed to show marked progress in that respect.

We believe advertising in the toilet goods industry ranks very high from the standpoint of space and expenditure. It is our opinion that cosmetic advertising should be more truthful and not so sensational, and we would welcome censorship of advertising provided that it would tend to bring about this effect.

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Our advertising appropriations for 1931 will be increased over the previous year.

Yardley & Co., Ltd., New York

Cecil Smith, managing director.—Complying with your request for answers to the various questions you asked us, we had a very good year in 1930, although conditions were undoubtedly difficult; we do not anticipate there will be any less difficulty in 1931, at any rate, until well toward the end of the year.

We had not noticed any trend toward the sale of the smaller sized articles in our range.

We do not put out any five or ten cent items, and have therefore, not interested ourselves in the alleged

tendency for stores to put out this type of article.

Certain types of stores have always done some work along the lines of putting out their own brand of toilet articles. Nationally advertised goods have nothing more to fear from this type of competition now than in the past.

Co-operative action is still necessary to persuade the



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CECIL SMITH

authorities in Washington that some kind of retail price maintenance should be legalized. A situation by which nationally advertised, branded toilet articles can be sold at less than the cost price to attract customers to the stores, with the obvious and necessary intention of making up the loss on the same of these articles by over-pricing other articles, is a situation that cannot benefit the consumer in the long run. Washington's

view apparently is that the consumer's interests are best served by allowing this type of retail distribution, and it ought to be possible for all makers of proprietary articles, to make a strong enough case by joint effort, to disabuse the minds of our legislators on this point.

Censorship in any form, ought not to be necessary, other than such censorship the magazines themselves now employ. However, if there is a censorship established on toilet goods advertised, we would not expect to be affected by it.

We are pursuing our usual policy of increasing our advertising appropriation with increasing sales.

Houbigant, Inc., New York

Andre Wick, vice-president.—Houbigant looks forward to another very profitable year in 1931. A toilet goods manufacturer who merchandises aggressively a



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ANDRE WICK

high quality and reasonable priced line is in a position to meet successfully present conditions, provided his sales policies are fair and economically sound.

We believe that it would be in the interest of the whole toilet goods industry to react, during the coming year, against unsound trade practices such as demonstrations, consignments, unwarranted returns and others.

As it is notoriously impossible to have a group of manufacturers agree on common sales policies, we feel that it behooves each manufacturer individually to make a start without waiting for others to do so. During 1930, our firm began to correct, as far as it is concerned, the conditions we have reference to, and we intend to pursue this policy in 1931.

United Drug Co., Boston

Frank N. Langlois, perfumer.—I believe that 1930 was the most competitive year in the history of the toilet goods business, for, in addition to legitimate cut-rate competition, there was much insidious and damaging bootlegging and forgery of perfumes and packages. Little progress has been made to stop this highway robbery of trademarks and good will, and, unless some means of preventing it is found, I look for a worse situation in 1931.

This is the greatest problem which confronts the Perfumers Association in the coming year. Some means must be found to circumvent unscrupulous dealers else no manufacturer can be sure of his business. For it would be suicidal for any legitimate producer of toilet goods to attempt to meet such cutthroat competition.

As regards our business we were well satisfied with results in 1930, and have made plans through our merchandising units to get a fine increase this year.

It is interesting to note that there was a much greater demand for our high-priced line last year as compared with 1929, and it is on such merchandise that we purpose to develop volume this year.

Ogilvie Sisters, New York

Clara Ogilvie.—Considering how well the toilet goods business fared during 1930, we believe that 1931 should break records. Sales during 1930 showed a most satisfactory increase, including new accounts sent in on general demand.

At the present time, we are not favorably impressed toward the tendency to use ten cent sizes for high class lines.

We believe that only a percentage of store trade will be affected by the stores featuring their own lines and the specialized lines should predominate.

There are a number of problems which might be solved very satisfactorily in the marketing situation if manufacturers could get together and discuss them pro and con.

We would like to extend our efforts to foreign markets, but feel that at present all our efforts are needed here. However, during 1930 we made some progress in that direction with little or no effort; therefore we shall wait and see what the coming year will bring.

Very noticeable progress has been made in increased sales of scalp preparations which are in demand because of results of long continued use of the bobbed



FRANK N. LANGLOIS



CLARA OGILVIE

and permanent wave and the fact that these two necessary innovations may be enjoyed with the help of requisite preparations. Every year, women as well as men become more "hair-minded."

We expect to increase our advertising appropriation in 1931.

Pinaud, Inc., New York

John J. Quinn, vice-president.—Business in the toilet goods industry during 1931 will come to those who go out to get it provided their lines possess sufficient merit to warrant the confidence of the public. Those houses which are in a position to offer quality and value should go ahead during the coming year.

We believe that the tendency of stores to feature their own lines will temporarily interfere to some extent with the distribution of nationally advertised toilet preparations, but this tendency will ultimately defeat its own purpose for the public will speedily learn that they do not benefit by substitution.

In line with our policy we shall add items to our line during 1931, and will make every effort to present both our old items and our new ones in as attractive dress as possible.

We believe that something should be done to avert misrepresentation in advertising of toilet preparations to restrict advertising copy to the actual merits of the products themselves, but we should be reluctant to see general governmental censorship of publicity which might interfere with the freedom of publishers in accepting such advertising as they deem fair and reasonable.



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JOHN J. QUINN

Jolie, Inc., New York

L. O. Sturtridge.—We were rather pessimistic as regards business for the ensuing year, but we closed the year 1930 ahead of the previous year and in as much as it looks no worse now than it did then we expect to do the same thing this year.

(2.) We are not in a position to answer No. 2, because our line is popular priced.

(3.) We do not anticipate 5c and 10c numbers for the chain stores.

(4.) We have seen this tried out in many cases but we know of none that were highly successful.

(5.) Our constant on this question is that every year there seems to be various concerns using our name and in as much as the name has been registered for the past ten years and we think a little co-operation on this matter would be appreciated by us at least.

(6.) No change in our policy regarding foreign markets anticipated.

(7.) In answer to No. 7, our line appears January 1st, 1931 under new labels which we feel are an improvement over the old.

(8.) We still feel that women prefer imported perfumes. As regards cosmetics we think that women prefer American brands.

(9.) After reading some of the advertising pertaining to toilet preparations we feel that they should be censored by someone.

Lightfoot Schultz Co., Hoboken, N. J.

W. L. Schultz, president.—The past year 1930 has been in my opinion one of the most trying in the toilet goods field during my experience of 22 years. I believe it might be considered as a house cleaning, out of which will come great benefits to the industry. This applies to consumer, to buyer and very specially to the manufacturer.

I am in favor of the Capper Kelly bill, and if this bill should be enacted it will help greatly to clarify the merchandising problems of many manufacturers. I feel very optimistic and am sure that those in the industry who are willing to work and work hard will be rewarded by a very satisfactory 1931 business.



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W. L. SCHULTZ

Lentheric, Inc., New York

C. T. Maeding, general sales manager.—Our executives regard the immediate future with a great deal of optimism. While it is true that fundamentally business conditions are dull, yet our business has shown a steady upward trend. This is accounted for by our addition of a number of moderate priced products to the Lentheric line. These were developed with a view towards giving the highest quality, attractive and smart packages, and good value. Our volume has been also aided by the presentation and sale of certain new products of outstanding and original character.

Elizabeth Arden, New York

T. J. Lewis.—Replying to your request for our opinion as to the outcome of 1931, beg to state that we view it as a year in which everyone will have to work exceedingly hard in order to build up and increase his business—it is not going to be easy.

Conditions in the trade have somewhat changed; stores are putting in their own lines. However, the high-priced lines are not feeling this competition as much as the cheaper lines. This we feel is bad policy on the part of the stores, as their business should be to retail and not manufacture.

We feel during so-called bad times, manufacturers should lay the foundation of future business and not curtail or cut down, and we have followed this policy ourselves. While the year 1930 showed a very small increase, we were very happy we were able to hold our own. This was due to our following our regular methods and not through large expenditures of advertising, but maintaining a fixed policy.

There is no doubt that there is a great change taking place in the toilet goods industry; just what

this change will be it is impossible to say at this time, but we believe the year 1931 will show considerable change, not only in manufacturing, but in merchandising as well.

Gabilla, Inc., New York

J. B. Gould, vice-president.—As 1931 swings into the new year it is impossible not to notice a new leaven beginning to work. We view a slow and steady growth up to the summer period and for the remainder of the year a return to normalcy and a most profitable period. We base this on the fact that the United States has passed through most unsettled conditions and has survived a series of four distinct financial panics during the last fifteen months, without disturbing the basic soundness of our commercial and financial enterprises. Visible recuperation is distinctly evident in every section of the country. The public is showing optimism. Unemployment is being rapidly eliminated, and this return of confidence will be rapidly reflected in an increased purchasing power of all merchandise and in a revival of the stability of commodity prices.

The trend of toilet goods sales in 1930 was steadily downward. This was reflected in the cautious buying by customers, with a much larger percentage of low priced numbers sold than in previous years.

We have no interest in merchandising 10c. articles. Regarding stores featuring their own lines, we do not feel it has any effect on the sale of nationally advertised merchandise. In only a few cases has it ever proven a success. The public is suspicious of private brands, particularly in the case of those having a private brand marked "Paris, France." It has generally

resulted in a heavy loss to the store and the discontinuance of the line.

We have no plan to suggest for that most difficult problem "co-operative action with the dealer." Every separate line has its own peculiar difficulties. No general rule can be followed. The chain systems existing in the drug and department store business, also the "cut rate" organizations, present a most difficult problem to adjust in a



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J. B. GOULD

fair and equitable arrangement which will, at the same time, protect the individual merchant who must always be considered.

In our own line of absolutely imported packages the 1930 season showed a marked increase in the lower priced packages, ranging from \$6 to \$15 and a general falling off in the demand for higher priced deluxe packages, ranging from \$15 to \$40.

The attitude of American women toward imported merchandise shows an increase. They are learning to be more discriminating in their selection of merchandise, between that actually made and bottled in France and that bearing French labels but made and

bottled in the United States. This has increased the demand for bona fide imported merchandise.

Regarding censorship of toilet goods advertising, we are most decidedly in favor of it. The extravagant, false and misleading publicity given to the public through advertising, regarding the origin and quality of products and the false statement of the pseudo importers have been injurious to the interests of the genuine importers who can verify and guarantee their claims. We believe this could be stopped, were the facts submitted to the proper authorities.

We are materially increasing our advertising and selling force, with the complete confidence that the close of 1931 will show a most successful year.

R. B. Semler, Inc., New York

R. B. Semler, president.—In compliance with your request of December 24th, our ideas on your questionnaire are as follows:—

- 1.—Favorable for specialties that are advertised.
- 2.—(a)—Yes. (b)—Yes.
- 3.—We believe it seriously injures the sale of regular sizes, which carry with them more advantageous profit for the manufacturer.
- 4.—We do not view this tendency with any great alarm and believe it will have little effect on the sale of nationally advertised products.
- 5.—We believe the demonstrator problem is the most serious evil to the national advertiser. Most department stores, who are employing demonstrators, will welcome cooperative action on the part of manufacturers, if it can be shown them that these demonstrators have abused their positions. The will is there but it is most difficult to control, especially in times such as last year, when sales were not up to normal.

6.—Specialty items, backed by generous advertising.

7.—Little, if any, change.

8.—Favor a strict censorship of toilet goods advertising.

9.—Our 1931 advertising appropriation will be a little more than double that of 1930.

Zenith Perfume Co., Long Beach, Calif.

Zenith Perfume Co.—1930 was the best year we have ever had, and see no reason why the year 1931 should not be even better in every way. We believe one reason for this that we catered to the smaller sized package in the higher priced goods, as well as in the more moderate priced grades, and centered our entire efforts on perfumes.

Another reason, the fact that we always aim to give the public real values. "Not how cheap, but how good" our slogan always. This will, we fully believe, eventually convince the American women especially—that American made perfumes and toilet preparations are equal to and often superior to foreign made goods. Of course package appeal is a material aid in making

the first sale, but it takes goods of real merit for subsequent sales.

Guerlain, Inc., New York

Bernard d'Escayrac, vice-president.—We are very gratified to state that, despite the economic depression, our business for this year shows a substantial increase over that of 1929.

National Confectioners' Association

Walter C. Hughes, secretary.—The lot of the average candy manufacturer has not been a happy one in 1930, and I doubt very much whether the average candy manufacturer will be any happier in 1931 than he has

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BERNARD D'ESCARAC

been in 1930. This may seem to be a rather pessimistic forecast, but nevertheless, that is exactly the way I feel about it. I see nothing in present conditions, either specifically to our industry or as to general which would justify me in forming a different opinion.

In my opinion the conditions in 1931 will be about the same as they have been in 1930. There are a few candy manufacturers whose sales and profits for 1930 will be fairly satisfactory, but the majority will not make any profit and a good many will be in the red ink.

In my opinion candy consumption is increasing, but the trouble is that the candy manufacturers on account of keen competition and the intense striving for increased volume are cutting prices and selling their candies below cost. The sales volume in dollars and cents will be about 10 per cent less than it was in 1929, but I believe that the tonnage will be larger.

The candy manufacturers who are holding on to antiquated methods and obsolete machinery and trying to meet competitive conditions will sooner or later be eliminated for the reason that in this day of intensive competition it is only the wide awake up-to-date firms who are thoroughly progressive in their manufacturing and sales methods who will be able to survive and make money in the candy industry.

Briston-Meyers Co., New York

Lee H. Bristol, vice-president.—I believe we should face the year 1931 with confidence that most of the bad depression period is past and constructive forces are again

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LEE H. BRISTOL

at work to make business measurably improved. Some of these forces, however, are controlled by the individual industries themselves, and it is my firm belief

that the year 1931 should see an increase in advertising in those businesses which are dependent upon these sales producing forces. We are following that procedure in our company and are increasing our advertising budgets for the coming year.

Lucien Lelong, Inc., New York

Donald S. Cowling, director of sales.—To my mind, the past year has demonstrated clearly that the toilet goods industry is passing through an era which the automobile industry has already experienced. That is, the concentration of business among fewer manufacturers. One has but to list some of the toilet goods houses for a year or two ago to see how many are dropping, or have dropped, completely out of the picture.

The expenditure in 1930 for toilet goods and cosmetics by American women was greater than in 1929 and 1931 will be greater than 1930. But this increasing market is considerably more difficult than that of a few years ago. Women nowadays are more likely to know what they want—they are not satisfied with just a cream, or just a bottle of perfume. They know what cream they want and whose perfume. Manufacturers must be able to convince them that it is their line which will most adequately fulfill their expectations. And to do that today requires resources and a background not readily available to everyone seeking to break into the field.

The toilet goods industry can never be affected by general conditions as deeply as some others. Founded as it is upon the enhancement of feminine charm, it may continue to expect attention from its customers up to the point when actual starvation sets in. And the United States as a whole is many million miles away from such a point.

C. I. Togstad Co., Kokomo, Ind.

C. I. Togstad, president.—I believe the prospects for toilet goods business in 1931 are very promising. There has been a gain in the lower price range during 1930 as well as a decided trend toward smaller sizes in the more expensive lines.

Co-operative action against excessive and arbitrary government restrictions is the problem most in need of constructive action during 1931. Along the same line, I do not favor any application of government censorship to toilet goods advertising. I am opposed to any added activities on the part of governmental bureaus.

In our line, cosmetics and food specialties made the most rapid progress last year, and we are planning an increased advertising program for 1931 to continue and increase this progress.



DONALD S. COWLING

We doubt that any progress has been made during the last year toward selling women the idea of American as distinct from foreign preparations. Your other questions we cannot answer since we sell direct to the consumer through our own representatives.

Henry Tetlow Co., Philadelphia

Henry Tetlow, president.—We look forward to a reasonably good year in 1931. We should like to distinguish, however, between "good times" and "boom times." In other words we should not care to have 1931 another 1928 or 1929, and we see no possibility that it will be.

As far as our experience shows, the present trend is to higher priced goods and/or full size packages. We do not advocate the promotion of 10-cent sizes in any but 10 cent stores. We agree with the gentleman who pointed out in one of the trade papers last year that the 5 and 10 business is a highly specialized one developed on a policy which cannot be successfully fitted to any other line of merchandising, a policy under which the merchandise, in fact the whole business, is made and geared to conform to a price rather than the usual normal reverse. We believe the tendency of stores to feature their own lines will continue. It is a policy a good deal older than national advertising, and as long as national advertising continues subject to the law of diminishing returns, as it has been ever since it passed its peak of productivity early in the century, private brands will flourish.

Curbing legislative incursions will probably need most of our co-operative attention in 1931.

We are not as optimistic about foreign markets in 1931 as we are for the domestic situation.

Full sizes and full prices, as stated above, seem to be the trend. We plan to amplify our line in the future.

Whatever progress has been made in educating American women to the idea of "American perfumes and toilet preparations" we credit to our foreign competitors. At their present rate of progress we look forward to their killing their



HENRY TETLOW

golden goose in short order.

We are against any kind of organized censorship. We believe it should be left to every medium to regulate its own space. While there has been a steady and marked ethical decline through all classes of media in this respect in the last decade, we believe that the law of diminishing returns can be trusted to work more effective censorship than any other law or agency, public or private.

We shall not increase our advertising appropriation in 1931. We are doing very well at the present rate of advertising.

The Dill Co., Norristown, Pa.

E. L. Brendlinger, president, and president of F. E. M. A.—It is my firm conviction that the flavoring extract industry is on a very solid basis and that the year which has just passed has not seen a serious decline in the use of flavors or even in their sale. What decline has taken place in the sale has simply been what would naturally be expected as the proper ratio of a decline in business of this particular type as compared to business in general.

The activities of the Flavoring Extract Manufacturers' Association have been pointed toward the placing of the flavoring extract manufacturer and sale upon a higher plane each year and the efforts have been most gratifying during the past several years.

As for 1931, the activities of our association will be centered along the same lines as they have in the past.

We do not believe that the use of flavoring extracts has declined at all and any decrease in sales does not indicate a decrease in use but simply indicates that stocks are lower than for many years in the hands of the wholesalers and the retailers and that with the beginning of the New Year replenishment of these stocks will be necessary in order to supply the natural demand for flavors.



E. L. BRENDLINGER

McCormick & Co., Baltimore

Willoughby M. McCormick, president.—I wish it were possible to make a brighter prognostication in answer to your request for an expression regarding conditions, but to do so I would have to exaggerate the present outlook, which would be unwise. However, business fundamentally is sound and conditions are gradually becoming more encouraging.

In many parts of the South and Southwest, there will be much suffering owing to the drought and famine which has resulted in some sections. The people are hopeful and will do everything they possibly can to hide their poverty. They have had hard times before and always met them courageously. Nevertheless, we can expect purchases in all lines to be very small in this section of the country for some months. Some of the banks will have to go into the hands of receivers; their assets are frozen and they simply cannot help themselves. If we have ample rains, however, trade will recuperate rapidly at the first signs of spring even in these stricken areas.

Standards of living will have to be lowered and wages, too, will have to decrease so as to help business stabilize itself; this is quite contrary to the trend of today which is that of constantly forcing upward the cost of building, repairs, food, etc.

The five working day week plan will be adopted by

many of the leading industries, with opportunity to employ more. Remember women are in the field as never before, displacing man power. A safer, saner and more normal scale of living will have to be adopted also.

Many of our so-called white-collared men will have to go to work; they will have to stop living off of others by selling questionable securities and plying their wits.

A better class of merchandise will have to be sold, and it will have to be sold at a reasonable profit; merchandise now being sold at cost must be increased in price while merchandise now being sold with inflated charges must be decreased in price. In other words, all merchandise should carry a legitimate profit and the manufacturers and jobbers must stop fooling the customers with unknown brands, inferior products, etc. It is only natural for the laboring man, clerks in office and factory, as well as everyone else, to want to buy at the lowest possible prices, but to sell anything at cost, without a reasonable profit is wrong and the consumer always gets the worst of the bargain.

We have to prepare to meet the world's competition, and in doing so we must reach out for trade far beyond our own boundaries. This will give us more elasticity in times of depression and stabilize our manufacturing industries—all with a view of not only making a profit but of keeping our employees engaged.

There is no use persuading ourselves that we are going to have good times without working hard and exercising due patience, but better times are coming and will come sooner if we are willing to do not only our own work but to get down to the fundamentals as well.

The Abner Royce Co., Cleveland

Wilbur H. Hyde, president.—What for 1931, you ask me—well, one man's guess is as good as another's, I suppose, so here goes—

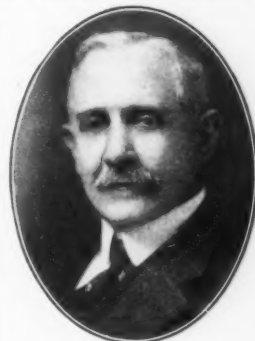
A warranted replenishing of retail stocks in the early part of the year. A continued trend toward conservatism on the part of the buying public, and a lessening of obligations on future incomes. A general improvement in trade, followed by a slowing up some months later—then up and down trends until salaries, wages, traffic rates, etc., reach an equitable balance somewhere between those



WILBUR H. HYDE

of recent years and pre-war days.

P. S. Cal. Coolidge would get \$180.00 for this.



W. M. MCCORMICK

Virginia Dare Extract Co., Brooklyn

Dr. B. H. Smith, president.—Replying to your recent inquiry, we would say that it is our impression that business is picking up in the flavoring extract industry. We had our salesmen together for our Annual Convention last week and they brought in encouraging reports from the field and all the optimism for 1931.

The consumer must use foods whether the times are good or bad and we find that the sales representative that goes out with optimism and confidence is getting his share of the business.



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DR. B. H. SMITH

McMonagle & Rogers, Middletown, N. Y.

Fred S. Rogers, president.—Neither a prophet nor the son of a prophet availeth much in prognosticating what is before us in the coming year. During the past few months prophets have prophesied profits that failed to materialize. Reputations for omniscience and wisdom have gone by the boards. I shall not prophesy, but shall continue to be a genuine optimist, and as such can see many things which persuade me that the hectic days of 1930 are behind us and that sane, constructive business methods will have evolved from our experiences of the past and that we shall all find it possible to do business on reduced overhead and more carefully controlled expense, with resultant improvements in the balance sheets for this year. So far as the flavoring extract trade is concerned, I rejoice in the fact that it has come through these parlous times—when it would have been natural to slash and cut in order to obtain business—without any marked trend in this direction being discernible. This is a most encouraging feature. It justifies the existence of the Flavoring Extract Manufacturers' Association and its years of effort in educating on costs, as well as the fostering of that fraternal spirit in which our organization has been growing stronger and stronger each year.



FRED S. ROGERS

C. F. Sauer Co., Richmond, Va.

C. F. Sauer, Jr.—After the World War, during 1921, all manufacturers were faced with enormous inventories of merchandise and the value of these inventories was cut in half, and less, and billions of dollars were lost, and lost forever to the manufacturers. This was brought about by over-production of merchandise and enormous costs. During this re-ad-

justment of inventorial values it took exactly eighteen months to adjust conditions before the country became normal and prosperous again. We have all learned our lesson in regard to carrying excessive inventories, therefore, from an inventory standpoint it has been watched very closely by all manufacturers since that date.

The present depression is not a case of excessive merchandise inventories, but is the case of excessive securities inventories. In the case of the inventories prior to 1921, prices advanced and advanced until they became out of all proportion from a standpoint of price and a standpoint of excessive quantities that every manufacturer was carrying. This time the depression was from a standpoint of stocks and bonds and securities of all descriptions being placed on the market in enormous quantities, and the prices went up and up.

There were issues taken and underwritten, only a part of which was ever disposed of to the public, and this process continued until it reached the point that securities in October 1929 were in the same condition as inventories were in 1921.

An adjustment had to come but in the case of securities we have a paper loss running into billions of dollars. There are thousands of manufacturers today whose assets are just as great, and greater, as they were eighteen months ago; whose securities are selling for half and less.

Now the adjustment has been made and we feel that the country will come back much quicker from this depression, for although it has been much greater and the loss much larger, it has been a larger paper loss. As we all know, there is more money in this country available today than ever before, and very cheap money at that. We feel confident that during 1931 we will see great improvements from all angles. When business picks up the securities market will follow right on through.

Just as there are a great many commodities today being sold at cost and less than cost, so are the finest securities in the country being sold at less than actual book value, and paying enormous dividends from a per cent standpoint that have been unheard of before based on the market price.

With cheap money and stock selling at less than the book value, there is bound to be a re-adjustment in the very near future. Think of the enormous buying power that will be established when the market advances to a normal basis; not as it was in the early part of 1929 but on a sound value. As we know, in the last five years millions have entered the stock market and, of course, when the depression came in securities it immediately impaired the buying power of millions of individuals.

Another thing, the people who have the money and have jobs today are holding back on their buying and are marking time watching for the turn.

With the vast program of public expenditures recently announced by President Hoover, estimated at approximately five hundred million dollars, and with each state and each city working along the same lines, to give employment and put money into circulation, we are bound to have results. We feel very optimistic

about 1931. Any manufacturer in the food line during this depression was very fortunate because food consumption has declined less than any other product.

We have just finished the year 1930 and we are glad to say that our sales were in excess of 1929, with a very satisfactory year from a profit standpoint. We do not feel that it is necessary to go out and slash prices as the American public, although it is very conservative at this time and trying to save wherever possible, still wants quality merchandise at a fair price. The manufacturer who cheapens his product in order to give price will be short lived because the American public has always enjoyed the best and always will.

As there are opportunities in a great many of the securities today there are also enormous opportunities for the manufacturers, as there have been territories that have been neglected or abandoned by manufacturers both from a standpoint of salesmanship and advertising, and it is going to be our policy this year to advertise even more than ever before, because we feel confident in the first quarter the sales volume will show a decided improvement, and starting with the spring we will see a different turn.

Blank-Baer Extract & Preserving Co., St. Louis

Dr. Samuel H. Baer, president.—In my opinion the business depression in the United States has been caused by *An Unusual Period of Extravagance* on the part of the American people intensified, psychologically by the ceasing of buying by those who are still able to buy in normal quantities. *Time, thrift, and hard work* are the only cures for either of these conditions. True, there have been a number of minor incidents which have accentuated the depression but these minor incidents would have been of no moment in normal times.

Regarding the year 1931: It is my impression that we are gradually becoming adjusted to the new condition and that business will improve although the improvement will be slow. It would seem that business will show a small increase in volume for the year 1931 over the year 1930 and, with the natural economies that would be forced by the conditions, the year 1931 should be profitable. It will probably take four years for the volume of business to reach normality but during that period the money made and the money saved should place the United States again in an extremely favorable position.

Then, to avoid a possible repetition in ten years of this depression, a "Mutual Industrial Unemployment Insurance Company" might be formed, modeled after our mutual life insurance companies. These companies should be under strict state supervision the same as the life insurance companies particularly in New

York State. This insurance should be voluntary, though every business could encourage this insurance by paying part of the premium while the employee is in his employ, the policy however should remain the property of the employee and would follow him should he sever his connections with any particular employer.

Joseph Burnett Co., Boston

George H. Burnett, president.—There are two specific problems facing the flavoring extract manufacturing industry in 1931, which however are common to all businesses today. The first covers low raw material costs, far below production costs, which in itself is an unhealthy condition. Secondly, persistent and uneconomic price-cutting to a point where profits have, in many cases, completely disappeared.

The industry should hope for sufficiently high prices of raw materials to encourage producers to maintain a uniform flow of their products. Higher prices should also stabilize to some extent the extreme price-cutting witnessed in 1930 and forecast for 1931.

As far as depression is concerned it is partly a state of mind that will change to optimism in time. That time can be hastened by intelligent selling.



GEORGE H. BURNETT

The Williams & Carleton Co., Hartford

L. K. Talmadge, sales manager.—Each year holds new problems to be met and 1930 has been no exception. Undoubtedly, extract manufacturers will find their overhead and selling expenses have increased, but to offset this added expense, we have had lower manufacturing costs.

There has been a tendency, on the part of the retailer, to buy in smaller quantities, which has made it necessary to call on the trade more often, but we have found the grocer more loyal to old established brands, which have real consumer demand.

We have not felt the effects of the general business depression as badly as many lines of business, which, we believe, indicates that the housewife has done more home-cooking and is watching her expenditures more closely than when times were more prosperous.

We look for a larger business in 1931 and feel that we have passed through the worst of the depression, although we do not expect a big increase for the first six months of the year.



DR. SAMUEL H. BAER



L. K. TALMADGE

W. T. Rawleigh Co., Freeport, Ill.

W. T. Rawleigh, president.—While we have increased our sales some each year for over 40 years after making substantial reductions in our wholesale prices there was some decrease in our 1930 toilet preparation sales, but with better raw materials and the addition of some new lines, lower costs, wholesale and retail prices we are looking forward with confidence to an increase in both sales and profits during the new year.

In an effort to increase our sales and profits during this period of world-wide depression in nearly all lines of trade, industry and commerce, we are endeavoring to improve the qualities, usefulness and value of everything we make, improve our packages, add some new products, reduce costs, wholesale and retail prices and give consumers better values and to continue doing about the same advertising as we have been doing for many years.



W. T. RAWLEIGH

J. E. McBrady & Co., Chicago

J. E. McBrady, president.—1930 will undoubtedly be sadly remembered by many as a dull times year and no one seems to know the cause of it. Some say the new tariff, others say the drought of last mid-summer. Some say that grafting politicians. Who knows? I don't!

I think *Faith* has been lost, but I hope not. We must get things straightened out soon. We cannot go on this way forever. Good business men will bring business back to normal and everybody will soon be making money again. The unemployed are feeling these dull times, but Civic Organizations are helping them to bear up and they will come through all right. Employers are now taking inventories, discarding old ideas, taking on new ones and getting ready



J. E. McBRADY

for a good start for the Spring business.

Surplus stocks have been sold out, more and better things must be made to satisfy the demand. Clothes, boots, shoes, hats, household furnishing, rugs, carpets, curtains, all bought and paid for with *easy money* prior to 1930 are now about thread bare and worn out and must be replenished. Its supply and demand, nothing can stop it.

"Big Money" expenditures were promised to the public last year, but did not materialize. Workers were disappointed. They did not stop to realize that its slow putting large appropriations of money into ac-

tion; that money is moving now, and millions of unemployed will soon be back on the jobs. More new roads, government buildings, power dams, rail equipments, factories and homes must be built. The country needs them. Prosperity is near, cannot stay away. We have had several periods of depression before, but always came through O. K. and better off than ever.

Hard times is a good teacher, they wake us up. I believe these times will benefit the perfumers, as much as any other lines.

Personally, I did not make as much *easy money* in 1930 as in 1929, but I am not grumbling. Dull times wake me up and put me on my toes. I hope at this time next year, I can write a more encouraging article for this magazine.

Jack Beverages, Inc., Brooklyn

Dr. F. M. Boyles, president.—There is no doubt that the outlook for 1931 is very much more cheerful than the year we have just completed, the trend is already definitely upward, an encouraging sign.



DR. F. M. BOYLES

The most serious situation facing the carbonated beverage industry and the manufacturer of flavors for this industry is the agitation which is steadily gathering force for the enactment of legislation, by the various states for the imposition of additional taxes on all soft drinks. Some of these proposals are so drastic that if enacted would be ruinous to all bottlers. For instance Massachusetts is considering a

bill which imposes a tax of one cent on every bottle of soft drinks, this is considerably more than the profit to the bottler and would result in complete ruination of the bottling business in that state.

It is rumored that the authorities in New York State are considering a like tax. This kind of taxation has been tried in some of the southern states with very disastrous results for the bottling business. While this is directly a problem of the bottler the stifling of any industry by excessive taxes has its effect all along the line. Organized opposition to these measures is taking form but undoubtedly the manufacturers of flavors will be called upon to lend their help.

We are hoping that the case of the Federal Trade Commission against Blanke-Baer Extract & Preserving Co., won by the latter, will have a sobering effect on the commission.

Finally we firmly believe that business during 1931 will be progressively better.

Angela Varona, New York

Angela Varona, president.—1. I view the prospects of business in 1931 to be exceedingly good because women will never give up the luxury of high-class toilet articles—no matter how economical their trend of mind may be.

2. (a) I do not find in my particular business any gain in the sales of the lower price range. (b) There was a slight trend in the buying of smaller sizes of high price merchandise.

3. This tendency has never interested me in the slightest way.

4. The stores have been a little envious of the business that the high-price toilet goods manufacturers have been getting; so they are trying to compete with us in this way. However, this tendency will not retard the sale of advertised products in any way.

5. I would suggest that the stores employ high type sales persons in their toilet goods departments in order to sell better merchandise with more ease.

6. I have no complaints about foreign markets the coming year and am not interested.

7. I am not planning to extend my line in any way, except by one or two products which will always be of interest to discriminating women.

8. Progress has been made in the idea of selling women American toilet preparations; but American perfumes will never make much headway with American women for they are not as good as the foreign ones.

9. I believe that more discrimination should be used in advertising, especially by private agencies.

10. Yes.

The Milson Co., Cincinnati

Sidney F. Mills, president.—This year clearly demonstrated that the luxury class of merchandise was more difficult to sell than ever before but with it all, American perfumers made a distinct advance, that is, more American perfumes were sold than heretofore.

This is a most opportune time in the history of the industry, for the American perfumers to put forth their best efforts for the distribution of their products. We can state, without fear of contradiction, that in the years to come, these efforts will be greatly rewarded by the large increase of sales.

The American people have been taught a lesson, an economical one, so to speak—"American perfumes will give as great a satisfaction as those of a foreign manufacturer and at a lesser price."

Poland Soap Works, Poland, Me.

Carter D. Poland, president.—There is apparently a tendency on the part of the consuming public to feel that they are not getting their money's worth. They have heard a great deal about the reduced prices of commodities in all lines, but fail to recognize that they are getting any benefit from it. A nationally advertised product, being better known than a private brand, enjoys a prestige that the latter cannot have, regardless of the merit of the product. My opinion

is that unless the private brand is sold at a considerably less price than the nationally advertised product, the consumer is likely to rebel when the private brand is offered to him.

It seems that we have too much co-operative action at the present time. Merchandising always has been an individual proposition, and I have seen nothing to cause me to believe that this will change.

So many instances of the violation of the ethics of true advertising have cropped out within the last year that it seems somewhat essential that some agency should take a hand



CARTER D. POLAND

in establishing truth in advertising.

We do not intend to increase our advertising appropriation for 1931.

The beginning of this year finds us squarely up against the matter of relative values, and in our opinion, the seller who gives the nearest approach to true worth is going to be successful during this year. Those sellers who attempt to maintain their old prices that were fixed during the peak of good times are likely to suffer for business.

The J. R. Watkins Company, Winona, Minn.

A. M. Hazell, general city sales manager.—The outstanding feature of business in 1930 was the disinclination on the part of some, and the inability on the part of other "free spenders" to buy in their usual open-handed way.

And as this country has a far larger proportion of people who habitually "do themselves well" than any other country on earth, and as the level of "normal" spending is so much higher than in any other country, the tightening of purse strings was quickly felt, yet left United States business immeasurably better off than that of any other country (Sweden possibly excepted).

By looking ahead from October, 1929, analyzing the situation and planning to take the utmost advantage of the special opportunities that are created by every succeeding change in conditions, we enjoyed very good business in 1930, with sales ahead of 1929.

The outlook for 1931 is encouraging. January business is better than the corresponding month last year. Except in some parts of the South, there is practically no evidence of widespread financial stringency.

I believe the business structure as a whole is stronger, healthier, purged of the results of excesses, and that after a moderately slow first quarter we shall see a steady upward trend in sales of toilet preparations, and in fact all lines of business, to the close of 1931.

And the winners will be those who already have their plans made to meet the conditions obviously to be faced during the gradual change from slightly sub-normal to normal, then to abnormal business which is now in process.



SIDNEY F. MILLS

Martha Matilda Harper, Inc., Rochester

Robert A. MacBain, vice-president.—We are very happy to report that the year 1930 has been a very profitable one for us. We cannot share in the general complaints which most businesses are making regarding the business depression. Moreover, we look forward to the coming year with very buoyant hopes. We not only anticipate an increase in our business volume, but are planning to inaugurate some expansion plans which we believe will vastly increase our volume.

As we look back over the year of 1930, we have come to the conclusion that the cosmetic industry, as a whole, has been benefited far more than it has been injured by the financial and economic stringency. It is our opinion the business needed a purging which the past year has certainly given it. The retrenchment which has had to be made will serve to stabilize the industry in such a way as to make it go forward on a more substantial basis than ever before. We see in the future nothing but hopeful signs.



ROBERT A. MACBAIN

A. A. Vantine Co., Inc., New York

J. I. Poses, vice-president.—This is going to be a difficult year—a year in which brand names will count for less and the efforts of individual salesmen for more. 1931 is going to be a merchandising year. The retailers and the manufacturers who can present the most unusual sales will be the ones to get the business.

The average retailer is entering the year with his mind fixed on present day business conditions. He is facing a difficult situation. His problem is how to get sales—what attraction can he offer to his customers in the form of unusual values and unusual presentations to get the consumer into his store and away from his competitor? The manufacturer who will be able to help the retailer with these problems will be the one who will have a successful year.

We believe that it is good business on the part of manufacturers to put up small sizes for sale in syndicate stores, but not in drug stores. It has always been our belief that miniature packages which normally belong in syndicate stores do not belong in the drug store. Drug stores cannot compete with syndicate stores no more than department stores can, and you know that department stores gave it up as a bad job years ago.



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J. I. POSES

The tendency of department stores featuring their own lines will practically eliminate unbranded cosmetic lines in department stores with the exception, of course, of novelty merchandise. It is bound to hurt the nationally advertised products. The department stores put up their own lines for the sole purpose of substituting for nationally advertised products because they make more profit on them. Up to the present time they have purchased these lines from the manufacturer who allowed them a wider margin of profit than on the advertised products. Now, they have come to the conclusion that they can put up their own line as artistically and of as good a quality as the small manufacturer, and thus make a larger margin of profit—but the fellow they are aiming at is the nationally advertised product which has been cut in price, and on which they are not making a sufficient profit.

John Blocki, Inc., Chicago

John Blocki, president.—1. The prospects for business in 1931 look very bright.

2. (a) We did not notice a gain in sales of lower priced products; (b) but there was a trend toward increased sales of smaller sizes.

3. We think it a good idea to sell small size packages in 10-cent stores, etc., because it gives the purchaser an opportunity to try the article, thereby creating a demand for larger sizes; yet it is not cutting prices.



JOHN BLOCKI

4. Quality goods will prevail, and although the tendency is toward stores putting up their own lines, we believe this will only help the sale of advertised and established quality merchandise.

5. We will not push foreign trade this year.

7. Creams, powders, etc., have been making

the most rapid progress this year. We are planning several new items; also repackaging several things to increase the sales appeal.

8. We believe that great progress has been made in educating the American woman that American-made toilet articles and perfumes are just as good, if not better than those imported from foreign countries.

9. We have not gone into this matter far enough to express an opinion at the present time.

10. Our advertising appropriation will be small this year, but we will increase it as much as we can from time to time.

Bo-Kay Perfume Co., New York

J. Rouss, president.—For our part, I am happy to say that our volume of business has been maintained during the year just ended in spite of the depression existing not only in our industry but in general. We can see no reason why business should not be maintained where there is an honest effort on the part of the manufacturer and retailer to give full value.

You ask whether any progress has been made during the past year toward selling women the idea of "American perfumes and toilet preparations." I believe that some progress has been made but this was not due to the effort of the American perfumers, but was caused by the fact that women had not as much money to spend and were in consequence forced, in many instances, to buy American made preparations. Of course, those familiar with American made preparations know that they are the equal, dollar for dollar, to those so called "Imported Preparations" most of which as we know, is in reality manufactured right here.

As you know, I have dwelt for years upon the fact that it was due time to "Debunk" the "Bunk" affecting the sale of toilet preparations with so-called foreign origin. I have always consistently urged that manufacturers who claim to import or manufacture their products on the other side but in reality are manufactured right here, should be compelled by Law to state upon the label, "Made in U. S. A." This would very quickly eliminate the subterfuge in the use of the name "Paris" or "France" upon the label.

It must have been rather amusing to a great many perfume manufacturers who read of the recent customs ruling that in order to protect the American manufacturers of perfume, the bringing in of packages having the name of any French firm upon the packages who also are manufacturing the same product under the same firm name in this country, would in the future be prohibited and the merchandise confiscated. Yet, these very firms for whose protection this is intended are misrepresenting to the American consumer by employing the inscription, "Paris, France," thus leading the consumer to believe that the particular

product was manufactured in and imported from France. I am wondering at whose instance this ruling was brought into existence.

The E. L. Patch Co., Boston

Ralph R. Patch, president.—What business we had in toilet goods was larger in 1930 than any previous year. We are not interested in ten cent sizes for sale at five and ten cent stores. We have

studied this question very thoroughly and find many negatives with very few positives.

Our advertising appropriation will be increased in 1931 and we expect to work as hard or harder than any other year. Therefore we expect to get more business.

The American Products Co., Cincinnati

C. M. Mills, secretary and treasurer.—We are optimistic regarding the toilet preparation business for the year 1931, especially in the lower price range. The bubble has busted. The times of the high priced

French perfumes and high priced toilet preparations are over for many years to come. The women of this country will economize on toilet preparations and perfumes, as well as they will on everything that they

purchase. The cut price war that has been waged in this country during the past year has taught the American woman that there is no such thing as a high priced toilet preparation or perfume. She has been educated up to the fact that it is not necessary for her to pay extravagant prices for beautifying.

Those manufacturers who are established in the lower price range on toilet preparations and

perfumes will receive the benefit during the next five or ten years. Our products are within this lower price range; therefore, we are optimistic as to the future in the sale of toilet preparations and perfumes.

The cut price war is forcing all retailers to feature their own line, on which they can make a fair living profit. There's no question that this will retard the sale of nationally advertised products, as this tendency is growing stronger and stronger every day.

We are at the present time re-styling and re-packaging our entire line of toilet preparations and perfumes to meet the demand in the future for high class products at the lowest possible prices. We believe that the masses of American women will demand this during the years to come and we are trying to meet this demand.

C. W. Beggs Sons & Co., Chicago

Philip L. Blazer, president.—It is a pleasure to contribute to your annual symposium this year, for we too feel that this last year has witnessed many important happenings in our industry.

We have been in business since 1874—one of the pioneer concerns—and have seen many changes take place in merchandising, consumer demand, etc., etc.

One of the most outstanding developments that has been so forcibly brought to the attention of concerns such as ours, is the demand for popularly priced—rather than high priced merchandise.

We believe that the day when the American woman will go out and pay any price asked for a face powder—cream—or another article of that class has passed forever, for with the economic surroundings we have all experienced during this past year, the American woman has learned that she can obtain the



C. M. MILLS



RALPH R. PATCH



PHILIP L. BLAZER

desired quality in toilet preparations at the prices she wants to pay. With less money to spend, and the defined resolution to keep up appearances, this American woman has shopped to find a face powder of value—one of excellent quality, and not necessarily one containing an extremely high priced perfume, and she has found this in the popular priced merchandise that is being offered today. This is not true alone of face powder but of creams, lotions, etc., etc., as well.

Notwithstanding the economic measures adopted along all lines, we are firmly of the opinion that not one American lady or girl has discontinued the use of cosmetics, and toilet preparations—therefore we look forward to a bright future for 1931. We believe that good merchandise will not only be sold but demanded, at popular prices.

Plough, Inc., Memphis, Tenn.

Abe Plough, president. The buying trend of the public toward quality products at low prices was anticipated by the management of Plough, Inc. In addition to the three complete lines of "Plough's Beauty Creations," "St. Joseph's Family Medicines" and "St. Joseph's Household Products," on October 1, 1930, there was offered an additional line known as "Kiss-O'-Love Toilet Preparations" to be retailed at 10c per package. Changing conditions developed thousands of new outlets and new buyers for cosmetics in 10c packages. In October sales were more than one thousand gross and in November sales almost doubled October. Therefore, with this start, during the next six months, or year, a wonderful increase in the way of sales and profits can be anticipated.

Effective shortly after January 1, 1931, this company will have available for the consuming public a complete line of genuine "Black and White Toilet Preparations." The addition of this line should cause a tremendous increase in volume since it will appeal to an entirely different class of trade than "Plough's Beauty Creations." Also, with twenty-five or more items of "Black and White Toilet Preparations" going to one class added to the volume on "Plough's Beauty Creations" of an entirely different class, regardless of general business conditions, their set-up seems to insure people who are low-price-minded finding items generally acceptable. The class of advertising which will be done on genuine "Black and White Toilet Preparations" will be entirely different from the appeal on "Plough's Beauty Creations."

"Plough's Beauty Creations" will continue to be sold in the widely accepted red package, whereas, the genuine "Black and White Toilet Preparations" will all be marketed in the original black and white package.

In the last few months we have been able to observe

the remarkable effect of human nature on business cycles.

When business is good there is a tendency for men to over-estimate conditions and exaggerate prosperity. During the latter part of 1929 many of these went right ahead and fell by the wayside when the crash came. Others recognized certain limits and checked themselves against extreme tendencies. They remained afloat when the crest of the wave flopped over.

Those business men who are given to extreme optimism on the ascendancy of a prosperity wave generally resolve themselves into extreme pessimists when riding in the trough of depression.

Consequently, during the last few months we have experienced hesitancy in working for progress and a tendency to curtail to an extent approaching hoarding, which is having its effect in slowing up business. At this time those minds which recognized business limits when business was on an up-grade are keeping the ball a-rolling for business recovery.

It has all been a great lesson which should contribute much toward scientific procedure in business, and we can look forward more clearly now to positive business stability and balanced prosperity after this great human nature study.

La Finne, Ltd., Los Angeles

William H. Finney:—Everything seems to indicate that prospects for business in toilet preparations during 1931 are good. For the past two or three years the chain stores and wholesale houses have not been buying very heavily. The time has come when their stocks are practically exhausted; therefore, they must buy in quantity during the coming year if they are to remain in business at all. Business conditions here on the Coast are showing improvement and although collections are somewhat more difficult than in the past, the amount of merchandise being sold seems to be steadily on the increase.

During 1930 there was a gain in the sales in the lower price range undoubtedly. There also seems to be a trend toward the smaller sizes in high priced merchandise.

Personally we do not favor the trend of manufacturers to put out ten cent sizes for sale either in the ten cent stores or on ten cent counters in drug stores. We are of the opinion that such ten cent items often prevent the sale of full size packages at a higher price. They also tend to cheapen the line in the eyes of the buying public.

In our opinion there is no doubt that the tendency of stores to feature their own line will retard the sale of nationally advertised products. This tendency of stores will unquestionably make competition more difficult.

One problem on which co-operative action among cosmetic manufacturers will be needed during the coming year is the continued attempt to educate American women to buy domestic perfumes instead of foreign ones. We also believe that all toilet preparations containing harmful and poisonous ingredients, such as many of the bleach creams on the market, should bear a label stating the nature and amount.

We do not intend to intensify our drive for foreign



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ABE PLOUGH

markets during the coming year.

During the past year our creams and perfumes have shown the most progress. We are planning to add one or two new products to our line this year. We will probably also change the bottles in which our liquid preparations are packed so as to increase the appeal of the line.

We do not think that much progress has been made during the past year toward selling the woman the idea of American perfumes. However, we do think that considerable progress has been made in selling them the idea of American toilet preparations.

We favor the growing tendency toward the censorship of advertising by the Federal Trade Commission and other governmental and private agencies, if such censorship is done fairly.

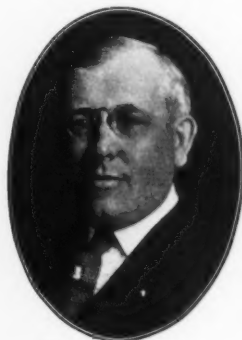
We propose to increase our advertising appropriation in 1931.

The Wildroot Co., Buffalo, N. Y.

Hoyt R. Shehan, vice-president and general manager.—We do not know

what 1931 may have in store for us but we do know that we had a satisfactory business in 1930. This business was produced by consistent hard work and a substantial increase in our advertising expenditure.

Like many other manufacturers, we are still suffering from substitution and we find that this is worse in some sections of the country than it is in others.



HOYT R. SHEHAN

Boncilla, Inc., Indianapolis

John M. Price, president.—1. We consider the prospects for business in toilet goods for 1931, as better than the past year.

2. Toilet goods sales of 1930 have had to take their share in the depression.

(a) While it is popularly supposed that toilet goods in the lower price range benefited by the decreased purchasing power of the masses, the information we have been able to secure, does not seem to justify this belief, except as it applies to the very low priced items as sold in 10c. stores.

(b) We have not noted any particular trend toward smaller sizes in the higher priced merchandise.

3. We have not seen any particular trend among well advertised lines, to appear on 10c. counters, either in chain stores or drug stores.

4. We recognize that there is a growing tendency of stores to feature their own line, which will be a growing competition to reckon with, and passes a heavier burden on consumer advertising.

5. The subject of co-operation is so broad and far-reaching, that it could not be covered, or even suggested, by a single manufacturer, for so many vital things are concerned, and there is such a lack of co-

operation as to make it seem hopeless to secure many things that affect the very life of the cosmetic manufacturer.

6. Conditions in foreign countries do not justify intensified drives for foreign business to be measurably increased.

7. We cannot say that any particular class of items have been making unusual progress except there seems to be a trend toward liquid cosmetics.

8. We are not in a position to say that much progress has been made in selling women American made perfumes and toilet preparations.

9. We consider that a very reasonable attitude should be manifested in the censorship of advertising by Governmental and private agencies. It is on the repeat business that any manufacturer must build a profitable business or even exist, and if the products advertised do not live up to the claims, they naturally will not repeat. Therefore, the evil will carry its own remedy.

10. Our advertising appropriation for 1931 will be increased commensurate with the possibilities.

Fischer's Surfa-Saver, Inc., Cincinnati

S. J. Miller.—It is evident, that the life of the current business depression is really the topic of greatest interest to every competitive business today. On this subject, we shall not presume to generalize, but we can say with full confidence that our business for the first quarter of 1931 will be greater than it was for the same period in 1930, and this in spite of the fact that industrial activity is now at an admittedly lower ebb than it was twelve months ago. We look for no overnight change of any kind, but our guess would be that the first half of 1931 will see a definite turn toward better conditions.



S. J. MILLER

Golden Peacock, Inc., Paris, Tenn.

Will T. Warren, Jr., president.—We look hopefully upon the year 1931. Business generally is going to be tough, but we believe by going after it we shall be compensated. Good merchandise, attractively packaged, properly priced, and judiciously advertised, is going to find its way to the consumer's dressing table.

We took all of 1930 to bring our plans into line with the "four-horsemen" of good merchandising mentioned above. Where improvement in quality could be made, it was done; if packages could be more attractive, they had proper consideration; where prices were inconsistent, they were made right; where advertising could be bettered, it was given attention.

Women are coming to their senses and are not going to pay exorbitant prices for merchandise. Or, if there will remain some who want high priced merchandise, it must be in smaller sizes than usual.

This is a 10 and 25 cent market and will remain so for another two years. That is one reason why less interest will be manifested in private label merchandise. The consumer will buy more cautiously than in years past and nationally advertised merchandise at small prices will have the call.

It is our belief that a co-operative advertising campaign for American perfumes would be beneficial and helpful to all branches of the toilet goods business. The advertising already placed by some American perfumers has taken effect which goes to prove what might be accomplished by concerted effort. The restoration of the "Colgate test case" which used to sit upon druggists' counters would go a long way, as it did in its time, to break down the Foreign perfume complex. Not one woman in twenty-five could pick the imported perfume from the domestic. What better proof could be offered?

A five year campaign in behalf of domestic perfume—adroitly planned—would do wonders and it would be a pleasure for us to have a small part in it.

Oxzyz Co., New York

A. H. Bergmann, vice-president and general manager.—We believe that 1931 will show an increase in our industry for our pick-up is usually ahead of general business.

Retail Trade Opinions

New York

Practically all of the retail outlets in New York City have strict rules against their employees being quoted. Accordingly a number of buyers and managers, representing several branches of the retail trade were interviewed and the following is a composite of their replies to the questionnaire:

Business in toilet goods during 1931 should be good. There was little falling off in 1930 in the toilet goods departments of the large stores although the drug stores reported some decline in business but a general expectation of recovery during the present year.

The drug and specialty shops as well as the chain cosmetic stores felt a tendency toward lower priced merchandise during the latter part of the year. Department stores, and especially the Fifth avenue shops reported continued good sales of the higher priced lines although some growth in the demand for small sizes, refills and the like.

General opposition to the 10c sizes was voiced in department stores and specialty shops and a large percentage of the druggists were opposed as well, principally on the ground that such business interfered with the sale of larger and more profitable packages and thus cut into the general profit of the department. A limited number of druggists reported successful 10c tables in operation.

Naturally, retail stores featuring their own lines of toilet goods could see nothing against this tendency, nor did they consider that it would curtail sales of nationally advertised products. Two of the most important outlets stressed the point that while

store employees might push store lines at the expense of nationally advertised goods, their efforts would be more than offset by the work of the demonstrators of toilet goods houses, working along side the store employees behind the counters of the toilet goods department.

In general, the feeling among retail outlets in New York is that American perfumes have made no progress in overcoming the foreign influence but admittedly, American creams, powders and other preparations are preferred by a majority of buyers, even when they confine their purchases to foreign extracts. There is some confusion in retail circles as to what may properly be called an "American" and what a "foreign" line and it is pointed out that many of the so-called "foreign" manufacturers operate branches here, which wholly supply the American trade without importing any finished merchandise.

A tendency to limit the number of lines handled by the individual store has been noticeable recently in the trade in New York and vicinity and in one or two stores, this was stressed as a very important development which would have its effect upon wholesale trade in the near future.

Co-operative action on price maintenance was generally stressed as a step which manufacturers could take which would be most helpful to the retail trade, although in many instances it was doubted that this could be solved by pending legislation or by legislation at all.

Chicago

Miss Francis Martell, director, cosmetic division, United Exhibitors.—It is most encouraging to note, the optimistic enthusiasm shared by all of our exhibitors, concerning their business prospects for the year 1931.

While a certain few in our industry have felt the depression somewhat more than others, the general trend of opinion is, that the cosmetic line, will show a decided gain in sales during the Spring months. The keen interest shown by the early buyers visiting our exhibit, is a good indication that merchants are fully confident of a new era of prosperity.

E. W. Zabel, buyer, perfume and drug department, The Fair: We look with much expectancy towards a decided increase in sales during 1931. Our optimism is based upon the larger advertising appropriations planned by the leading manufacturers of toilet preparations in their national advertising campaigns which will be supplemented by increased local advertising appeal by the retail merchants.

We noticed a gain in the lower priced range, and especially in the smaller sizes of higher priced merchandise. About the 10c. table, we gave it a trial, but quickly discarded the idea, as it greatly interfered with the sale of the standard size packages. Our private label line continues to increase, but we cannot notice that it has any effect upon nationally advertised brands. American made perfumes have not shown the same progress as was made by American made beauty lines.

J. J. Tracy, buyer, perfume section, Marshall Field & Co.—With every indication of growing optimism, making itself felt, throughout the nation, it is logical

to believe that general business conditions soon will be revived. Catering to the more exacting clientele of patronage, in line with the economic trend, we noticed a tendency towards the purchase of smaller sizes of the higher priced merchandise, rather than of the lower priced range.

Regarding our opinion of the 10c. tables, we view them as an echo of the years long past, as they certainly have no place in the better establishments.

We noticed a decided increase in the progress of beauty and make-up lines, which no doubt is due to the constant efforts of the manufacturers, to create smarter designs and containers and to increased national advertising appeal. Our advertising will be continued vigorously.

Detroit

Mrs. J. Dornbush, buyer of toilet goods for Frank and Seder.—The prospects for increased business in our toilet goods department are exceedingly bright for 1931. We confidently expect a substantial increase in all sales of toilet goods for the coming year. For the year 1930 the trend in toilet goods sales was decidedly towards lower priced goods. Stores that feature their own lines of toilet goods retard rather than stimulate the sale of nationally advertised products. People do however still inquire for nationally advertised products just as much as heretofore. Progress is being made in the matter of selling women the idea of American perfumes and toilet preparations rather than goods of foreign make. This progress is of course slow but the gain is steady. The Frank and Seder store will most certainly increase its advertising appropriation for 1931. Advertising has greatly increased the sale of our toilet goods and there is every reason to believe that an increase of advertising in 1931 will bring a corresponding increase in sales.

Mr. Seargent buyer for Ernst Kern Company, toilet goods department.—Business outlook for 1931 is excellent. While it may not be noticeable for the first part of the year we expect a great year with sales increasing steadily the latter part of 1931. During the year 1930 we learned that purchasers of toilet goods continued to use the same high grade of goods as heretofore. This was particularly true of perfumes. Persons purchasing perfumes continued to demand the high grade and high priced foreign perfumes in preference to American makes. Where a store features its own line of merchandise it tends to retard the sale of nationally advertised products. This is only natural as any store will naturally push the sale of its own product rather than that of another producer. Our advertising appropriation will be practically the same in 1931 as in 1930. We are firm believers in advertising and the resulting benefits. Later in the year we may increase our advertising of toilet goods somewhat but as we are already large advertisers of toilet goods department, we may not find any increase of advertising necessary.

Mr. Aiken, assistant buyer of toilet goods for Crowley-Milner Company.—Business for 1931 is certainly bound to be very good. People will be ready to buy as general lines of business here in Detroit pick up. We at Crowley-Milner's expect a banner year. During

the past year the tendency of purchasers has been towards lower priced goods. This tendency has been in keeping with the purse of the average purchaser. In our store we find that the featuring of our own lines of toilet goods tends to increase the sale of nationally advertised products as well as to decidedly boost the sales of our own brands. Purchasers not only buy the article featured by the individual store but they also buy the nationally advertised product. Both national and local products are benefited by such sales methods. Progress is being made in the sale of American perfumes rather than the sale of foreign makes. Americans are learning that American made products are the equal, and in some instances superior, to, foreign makes. We shall naturally increase our advertising appropriation for 1931. Advertising has always helped the sale of toilet goods and each year shows results in keeping with the amount expended for advertising.

Cincinnati

Miss Opal Chappell, buyer, The Smith-Kasson Company.—Our sales of toilet goods last year held up remarkably well. In fact, the holiday trade exceeded all expectations. It is a bit too early to make a prediction for 1931, but we are making preparations to do a larger volume of business than in 1930. Our advertising fund in this respect, for the year, will be increased in proportion to the volume of business of our store in 1930. Our sales of American made perfumes and toilet preparations have shown material gains during the past few years, but are still below the volume for foreign products. I believe that the time is not ripe for department stores to feature their own lines. Adoption of such a policy now in my opinion would tend to reduce sales. Nationally advertised goods have too strong a hold on the situation to attempt to dethrone them now.

Miss Margaret J. Stapleton, buyer, The Alms & Doepke Company.—I look for sales of toilet goods in 1931 to show a substantial increase over last year. Sales in 1930 were excellent considering business conditions as a whole. There was an increase of sales in the lower priced range, as well as in the small sizes of high-priced merchandise. I believe that eventually the manufacturers will harm their business if they continue to put out 10-cent sizes for sale in five and ten cent stores. I do not think that the department stores would profit by featuring their own lines of toilet goods. Nationally advertised merchandise is staple and the public knows it. Our sales of foreign made perfumes and toilet preparations still command a substantial lead over American made products. We contemplate spending considerable more for advertising this year than we did in 1930.

Angus McDonald, toilet goods buyer, H. & S. Pogue Company.—An improvement in general business this year, naturally will reflect itself in the toilet goods division. In spite of the depression in 1930, our sales showed a marked trend toward the better class of merchandise. Sales of preparations in the lower price range fluctuated throughout the year and on the whole showed no improvement over 1929. This, also applied to the high-priced merchandise put up

in small sizes. While virtually no progress was made from our experience in selling American made perfumes in preference to foreign goods, sales of American manufactured toilet preparations showed a large increase over the foreign goods. It is my opinion that the manufacturers would make a grave mistake, if they put out 10-cent sizes for five and ten cent stores, because it would cheapen their merchandise. The idea of department stores featuring their own lines of merchandise, in my opinion would place their toilet goods sales in jeopardy. Nationally advertised products will continue to increase, they command the buyers' attention in many different ways, principally through radio programs, newspaper and magazine advertisements.

St. Louis

J. A. Egan, manager of toilet goods department, Stix, Baer & Fuller Company.—We regard the prospects for 1931 as being very promising. Our business for 1930 was excellent. It surpassed that of any previous year. Naturally, we have the utmost confidence regarding the trade for 1931.

There was a very decided gain in the sale of low-priced goods, and this condition still prevails and evidently will persist. Our increase for 1930 was largely in goods of low price and small size.

While the results of merchandising small-size articles at low price are most satisfactory, we are very much opposed to the manufacture of ten-cent sizes for any store. We do not favor the ten-cent plan.

We believe that there is a very strong tendency on the part of large retail establishments to offer toilet goods of their own brands. Of course, this would have competitive effects on nationally advertised goods. The distinctive brand of the store is much favored.

It is not our intention to stress foreign products more than usual this year. We get the impression from experience that no progress has been made with the manufactured in America idea. This is my personal opinion. In fact, I consider the experiments as being recessive.

Believing in the highest standards for merchandising and advertising, we are inclined to the opinion that censorship is desirable within bounds. Fake or extreme advertising hurts; it cannot benefit.

Miss L. M. de Moss, manager of toilet goods department, Scruggs-Vandervoort-Barney.—There was no apparent increase last year in the sales of lower priced goods, although there was a greater demand for small sizes.

We enjoyed good business in 1930, and consider this year's prospects auspicious. I cannot say what the trend in most stores is, but we have not noticed any gain in the sales of low priced merchandise, although the demand has been livelier for small-size articles.

We do not approve the tendency of manufacturers to turn out 10-cent sizes. My foregoing statement would clarify our opinion on this subject.

As to the growing tendency of establishments to feature their own lines, I do not see anything objectionable in it. In fact, I believe that it will have the effect, not of retarding, but of stimulating, the sale of nationally advertised products.

Judging by our experience, no progress has been made with the public in selling the idea of "American perfumes and toilet preparations." I would not say positively that there has been no headway as to toilet preparations, but I am sure that there has been no advance as to perfumes.

At present we have not considered increasing our advertising appropriation.

New Orleans

J. H. Shubert, toilet goods department of Maison Blanche Company.—I find myself unable to forecast the future accurately, I am buying somewhat lighter than last year, but I shall be ready to take advantage of any betterment of prospects.

Maison Blanche is planning to extend its own lines of toilet goods, consisting of staple items mainly. New products will be added but no change in package was mentioned. Mr. Shubert does not believe in ten-cent sizes, in the department store or out of it.

He finds a trend to popular prices noticeable, however. And French perfumes are holding their own in their field. American products will probably be second best for years to come.

E. Henry Desforges, Marks Isaacs Co.—Little change has been noticed in the range of packages sold in our department. But I believe that improvement in general business is going to come very slowly, and that a generally higher level will not be reached until the last months of 1931.

I do not believe that "substitution" will ever affect nationally advertised goods to a serious degree. I am very strict against the practice of selling one brand to customers of another, however, although we have no brands of our own.

Ten-cent sizes cheapen the name of the manufacturer and hurt the department store, his good customer. They ought to be dropped.

Seattle

R. A. Cibulka, Merchandise and Sales Manager of The Bon Marche.—1931 is opening up in good shape. Our departments devoted to perfumes and toiletries are alive and on their toes. We anticipate an increase in business. The trend in 1930 was toward lower priced lines with a corresponding gain in this type of merchandise. The demand for large sizes in more expensive lines has always been rather small. The tendency toward 5c and 10c sizes is not wholesome for the regular department store unless a regular ten cent department is maintained. There is a tendency toward featuring store lines of toiletries. Development will be slow and the transition will require several years. However it will result in more profit to the stores and will retard sales of nationally advertised lines to some extent. We are featuring our own lines with very satisfactory results. Co-operation of manufacturers among themselves will help to stabilize the market. Price is the dominant factor today. Manufacturers should co-operate to get out price packages, first ascertaining the popular price appeal and offering merchandise to conform in size to meet this popular demand. We will not intensify our drive for foreign markets. So far as cos-

metics are concerned, domestic manufacture is far in the lead. Foreign perfumes will maintain their position of prestige. No progress has been made here in the sale of American perfumes but so far as toilet preparations are concerned, yes. We are friendly toward censorship of advertising. It has eliminated much spurious advertising. Our advertising appropriation will not be increased. It is ample.

G. C. Henriot, Toiletries Buyer, Fraser-Paterson Company:—Prospects are fair for 1931. The trend has been toward reduced sales in high priced perfumes. Sales in lower priced lines have remained about the same. There has been a growth in smaller sizes in high priced perfumes. The ten-cent size is psychologically very bad in standard lines of merchandise. The tendency to feature store lines will grow, but not rapidly. The growth will naturally curtail sales of nationally advertised lines somewhat. If manufacturers will more closely co-operate with the retailer in bringing out new numbers and eliminate the duplication of articles, it will be a long step in the right direction and will prove more profitable both to the manufacturer and retailer. We will not intensify our drive for foreign markets. Foreign goods have a popularity with a certain class of people but they do not effect the domestic trade. The tendency of marked progress has been in our "treatment" lines, which educate and advise the customer through the proper use of cosmetics. American perfumes? We do not attempt to sell anything against the customer's wishes. However, we have found it profitable to co-operate with the domestic manufacturers. There is no need to worry about censorship of advertising as long as the advertising policies of manufacturer and store are of a high calibre. We will not increase our percentage of advertising cost in 1931, but hope that the year will prove sufficiently active that the dollars and cents appropriation may be made larger.

Miss G. McGuire, manager of perfumes and toiletries, Livingston Brothers:—The outlook is excellent. Lower priced perfumes showed no gain, neither did the small sizes of better grade merchandise. Our trade demands the best and is willing to pay for it. Therefore the idea of ten-cent samples seems extremely unwise. It teaches your clientele to trade down and the harm cannot be undone. We do not believe in store brands of perfumes and cosmetics. Rather we educate our patrons to buy good, nationally advertised brands. The manufacturers can best help by keeping standards high. Perfumes lead all sales. Some progress has been made in selling women the idea of American made perfumes and toilet preparations, but it will be slow. Censorship is a good thing, keeping advertising up to standard. Better grade merchandise sells itself and needs no false claims made for itself. Sales govern advertising appropriation.

Mrs. Myrtle Albright, assistant buyer, Rhodes Department Store:—Prospects are good, with an excellent start for the year. The 1930 trend was toward medium priced lines. Lower priced lines did not gain; rather the smaller sizes in higher priced merchandise. Ten-cent tables have done well with us and are maintained all the time. They are of the small or trial sizes of standard merchandise. We do not believe in

store brands of perfumes and toiletries. Our customers want nationally advertised cosmetics and perfumes. Price maintenance, advertising and co-operation are several ways in which the manufacturers could help. Foreign perfumes will continue to lead. Domestic cosmetics are equally dominant. Staple articles have led in sales volume. The extension of our lines is dependent upon the manufacturer. If he gives us new and attractive sizes and prices that are useful as well, we will welcome them. It seems a good thing for the Federal Trade Commission and private agencies to watch truth and price maintenance in advertising. Increase advertising appropriation depends on business.

MacDougall-Southwick's:—Sales volume is anticipated to hold up well. The department showed a gain in lower priced range. Highly successful "Dram" sales has created a wide appeal for smaller sizes of high priced merchandise. Ten-cent sizes are a poor policy and are not indulged in here. Nationally advertised lines will always be foremost. Store brands are not pushed in toiletries and cosmetics or perfumes. Stabilizing of prices would be the biggest help the manufacturer could give. Foreign perfumes will be stressed, featuring the finest perfumes obtainable for the most reasonable prices. Progress has been greatest in sale of perfumes, and fine French toilet soaps. American perfumes do not compete with foreign. A certain amount of investigation of advertising is a good safe policy. Our advertising appropriation depends upon sales.

Montreal

Heads of perfumery departments in Montreal departmental stores report that trade was better in 1930 than the previous year, and they are invariably hopeful in regard to the prospects for the current year.

C. D. Reid, manager of the perfumery department, Robert Simpson, Limited:—The store looks for the second half of the year to produce the more pronounced upward curve. Last year, he said, was the best in the history of the department. During the latter part there was a tendency on the part of the public to buy more of the cheaper priced merchandise. "If we had had more small packages of expensive preparations during the Christmas season, we should certainly have disposed of them," he added.

Asked his reaction toward the tendency of manufacturers to put out 10-cent sizes for sale at 5 and 10 stores or on 10-cent tables in other stores, he replied that he did not favor the practice. The problem most needing concerted action in the opinion of Mr. Reid is to maintain the selling price on advertised items. He singled out cosmetics as the class of items which has been making the most progress. "Canadians are becoming very cosmetic minded," he added.

Mr. Reid said that it will take years of advertising before American perfumes reach the same stage of popularity as other brands.

The manager of the perfumery department of the Henry Morgan Company, Limited, said that he anticipated a steady increase in business this year. "Nothing very extraordinary," he remarked, "but, none the less, an upward swing." He said that 1930 had been better than 1929 although perhaps not as good in the very expensive lines.

How Is the Industry Faring?

Probable Effects Upon the Toilet Articles Industry of the Prevailing Depression

by Walter Mueller

THE following significant statement appeared in the December issue of *The Survey*:

"Incomes of wage and salary earners in the United States outside of government and agriculture will be \$8,500,000,000 less in 1930 than in 1929, *Standard Statistics* estimates."

It would appear, at first glance, as though this enormous shrinkage in income had only decreased the purchasing power of those wages and salary earners whose pay envelopes have flattened out. Not so: like the ripples created by casting a stone into the middle of a pond, the eight-and-a-half-billion-dollar reduction in the national pay envelope has set up repercussions that have made themselves felt in a very wide circle.

A fear of spending has spread among those whose pay envelopes haven't suffered any reduction. It has likewise spread among those whose income, derived from other sources than a pay envelope, has either remained stationary, or even increased; if it has decreased, it is, in most instances, still ample to justify the continuation of the accustomed scale of expenditure. This fear of spending, this "riotous saving" as it has been called, has dammed purchasing power to a very striking extent. Hence the many—and mainly unavailing—"Buy Now" campaigns. Between consumers who are willing to buy but *can't* and those who *can* buy but are afraid to, Business is between the Devil and the deep blue sea.

How has this combination of curtailed and of dammed purchasing power affected the toilet articles industry? Retailers are almost unanimous in reporting a decrease in the dollar value of their sales. Is this condition reflected by the sales of toilet articles?

The answer, with all of its manifold implications, is not readily accessible since it is hidden away in the cash registers and sales checks of the retailers and in the invoice and stock records of the producers of toilet articles. It would be manifestly a difficult, yes, an impossible task for the individual producer to unearth the answer. It could be done, however, by a fact-finding body, a clearing house of information, were there such an organization supported by the toilet articles industry or part of its trade association. In the absence of the necessary data from retailer and producer, recourse must be had to speculation, if one wishes to arrive at some estimate of the specific effects of the prevailing depression upon the industry.

The degree in which any industry's sales are influenced by a widespread and protracted depression of business, with its concomitant effects upon purchasing power, is dependent upon a number of factors,

chief among which are given in the following:

(1) the breadth of the demand for the industry's products;

(2) the extent to which the price range of the products co-operates in translating demand into sales.

An examination of these factors is a prerequisite to the development of premises upon which to base conclusions as to the prevailing status of the toilet articles industry.

Time was, and that well within the memory of others than only the grey-beards of the industry, when toilet articles were regarded as luxuries, indulged in by the few. And they weren't re-

garded as entirely respectable luxuries, either. Their use was more or less frowned upon by what older generations reverently termed "nice" women. Many a preacher fulminated against toilet articles as tools of the Devil. Which didn't tend to encourage sales. However, all that is now ancient history. Toilet articles have been given the cachet of respectability. They have "gone democratic," thanks to mass production and mass distribution. They have come to be as necessary to women as clothing. (Whether they compliment a woman's attire, or vice versa, is a mooted question, the answer to which lies outside the male province.) They are as indispensable to the grandmother as they are to her granddaughter; both use them with equal liberality, frankness, and non-chalance. Even among our lawmakers in Congress and elsewhere the thought has gradually penetrated that toilet articles are necessities and therefore no longer to be regarded as appropriate victims for the imposition of so-called luxury taxes.

The significance of the development of the manufacture of toilet articles into an important staple industry has been commented upon as follows by an English writer*:

"I am not qualified even to guess whether this is a matter to rejoice the hearts of economists (if economists have hearts) or to set them quaking with despair. Either way, the output of cosmetics is not likely to be affected. Women do not adorn their faces either to increase their country's prosperity or to undermine it. They paint and powder for strictly personal reasons . . ."

What those reasons are is a subject that, tempting and debatable as it is, cannot be discussed here, due to the space limitations. Be they what they may, they are obviously sufficiently impelling to make toilet articles necessary to women in all strata of society.

*"The Cosmetic Age," by John Brophy, in *The Saturday Review*, London.



The varied character of the retail outlets for toilet articles reflects the closeness with which their price range is adjusted to the purchasing power of their entire market. The drug store was once the exclusive retail outlet for toilet articles. It now has among its partners in distribution the unpretentious general store in the country districts; the ubiquitous five-and-ten; the almost equally-so beauty and hair dressing shop; the department stores and exclusive apparel shops in the metropolitan centers. These outlets offer a striking illustration of the completeness with which the products of the toilet articles industry as a whole tap all income levels. Every purse has a brand available to it.

The breadth of the demand for toilet articles is paralleled in a remarkable degree by the breadth of their price range. It would therefore seem that the industry should have much the same immunity to the effects of business depressions as industries manufacturing products that have never been regarded as being other than necessities. In fact, the claim has frequently been made that, in the light of the desire supposedly inherent in all women for the results accompanying the use of toilet articles, the industry is depression-proof. Does the experience of the industry as a whole during the past twelve months negate or certify the validity of that claim?

The facts in the matter, as has already been pointed out, are not readily accessible. This much is known, however: the dollar value of retail sales has declined. Reductions in prices have contributed heavily to this result. Decreased buying and the buying of less expensive qualities have been equally, if not more important factors.

Lét us assume that the foregoing condition, depreciated dollar volume, applies to toilet articles.

There have been no indications of a general movement among the producers of toilet articles to reduce prices. On the other hand, price-cutting by the retailer, that pernicious evil which, like the poor, "we have with us always," appears to be flourishing more extensively than ever. Consequently, we may consider price-cutting as one of the "niggers in the wood pile" of lowered dollar volume.

When she feels that she must economize on her toilet articles—a conclusion that she is apt to come to only after many other things have either been given up or their cost whittled down to ultimate thinness—the consumer can adjust herself to the situation either by "stretching" her toilet articles, using her accustomed brands more sparingly, or by "switching," buying less expensive brands. Which-ever she does, depends upon the extent to which she feels that she must economize. That the industry will lose her as a customer is almost inconceivable. But that the industry will lose in dollar volume by her "stretching" or "switching" is, of course, immediately apparent.

The mortality in dollar volume has very likely been heaviest among the higher-priced brands of toilet articles. Their users can be roughly divided into two classes: Those who *can* afford to buy them and those who *can't*. (Any reader who wants light on this paradoxical situation need only make a survey of the brands of toilet articles used by the feminine

members of his organization. Should the results of that survey appear to him inconclusive, or even unbelievable, let him ask at most any toilet goods counter as to who buys the higher-priced toilet articles. "Keeping up with the Joneses" is as powerful a selling factor as quality, in toilet articles as well as automobiles.)

A large section of the "can afford" class of consumers has been psychologically rather than financially affected by the depression. While the purchasing power of this group has not been impaired, it has been kept in low gear, fear of spending preventing a shift into high. These consumers, more particularly those who are not dependent upon a pay envelope, have very likely been "stretching" such items as perfumes, creams, and face powders, products that enhance personality and appearance. As to items that, like talcum and bath salts, for instance, make no contribution to outward appearance, the tendency among the "can affords," has probably been to "switch." Among the salaried members of the "can affords," whose incomes have not been reduced, "switching" has probably been more pronounced than "stretching."

The "can't afford" consumers are largely wage and salary earners and dependents of them. The purchasing power of this group has been both curtailed by the shrinkage of the national pay envelope and inhibited by a fear of spending. It is reasonable to assume that among these consumers "Keeping up with the Joneses" has lost its potency as a buying influence and that there has been a general stampede in the direction of the less expensive brands.

As one descends the price scale, one gets deeper into the zone of consumers that is feeling the brunt of the eight-and-a-half-billion-dollar reduction in wages and salaries. These consumers buy the largest part of the industry's output, that part of it which includes all toilet articles sold at prices ranging from the medium to the lowest in the price scale. This sector of the industry has probably been subjected almost exclusively to "switching," particularly at its upper price end. At the same time, it has benefited by the accession of new customers who have "switched" from the higher-lying price levels. Substantial resistance to "switching" has very likely developed at approximately the lower price end of the medium-price group because here the consumer begins to come within sight of the jumping-off point, the point where prices stop. In the light of the unique hold that toilet articles have upon her, it is difficult to conceive of her reaching this point and doing without.

Taking all of the foregoing factors into consideration, it seems a reasonable assumption that the dollar value of the industry's output has been reduced, on the other hand, that the output of units has been maintained, if it has not actually been increased, by the increase in the sales of toilet articles at the lower end of the price scale.

NOTE:—Mr. Mueller's article raises several extremely interesting questions, almost vital to success in the toilet goods industry during the coming year. We should appreciate hearing from our readers on these points.—EDITOR.

Pinaud's New Items and Packages

IN line with its policy of constantly offering to the public new items in keeping with its traditions and of presenting the more familiar products in more attractive and modern dress, Pinaud, Inc., New York City, has recently placed on the market two new items and has offered a combination package of some of its old items in a unique and most attractive unit. These new products and packages are illustrated in the accompanying photographs, which, however, give only an idea of the attractiveness of the containers.

The large photograph at the left shows the combination package. This is made up in two styles, one circular as shown which contains six bottles and one semi-circular, holding three products. Both consist of items which have been familiar parts of the Pinaud line for many years and have won for themselves an enviable position in the market regardless of their package styles. The circular set holds a bottle each of shampoo, "eau de Quinine," eau de Portugal, eau de Cologne, "Lilac Vegetal" and "Violet Sec." The semi-circular package holds various combinations of three of these products.

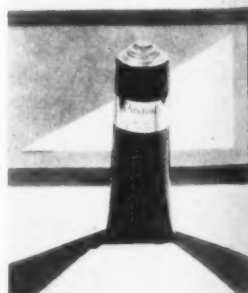
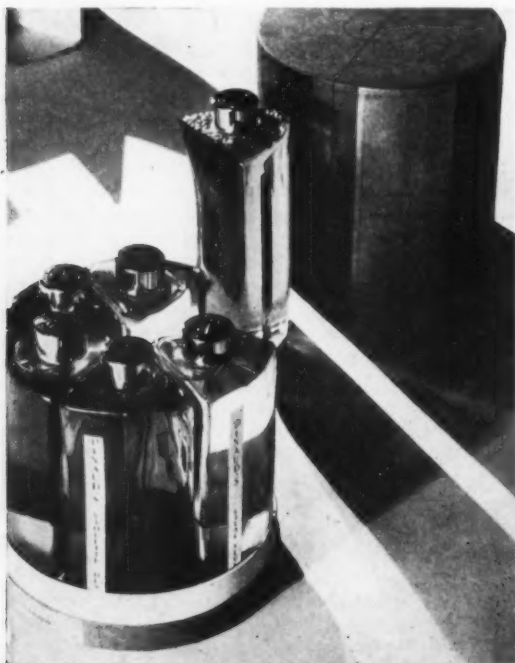
The bottles are triangular in shape and tapered so that they may be handled easily and without fear of dropping them. They are capped in attractive and brilliant chromium metal. Enclosing them is a substantial cardboard container of an attractive shade of green, harmonizing with other items in the Pinaud line and ornamented with a black and silver label. The ensemble met with a considerable success during the holiday trade and bids fair to remain one of the company's most successful items.

The new compact, which is also shown in the photograph, has just been placed upon the market. It is a loose powder container finished in dull silver and of very handsome design. The work of perfecting it has been carried on for some time and has resulted in a device which should make the compact a very attractive number. The powder is enclosed in a tight container and is brought out for use through the operation of a shutter device which allows just the desired amount of powder for application to be delivered to the puff each time. No surplus of powder can sift through the device which is wholly "leak proof," and after each application, the shutter is left free of powder and clean for handling and carrying.

The other product shown is a new cream designed to soften and beautify the hands. It is packaged in a tube of black enamel with a silver band and black lettering. An exceptionally effective closure device has been adopted for the tube which makes the use of the product convenient and clean and adds much to the attractiveness of the package.

Pinaud's plans for these new items include featuring them in its advertising and sales promotion work during the coming year and the company hopes to attain for them a degree of consumer acceptance which will make them as well known and popular as the recently developed cream and powder and the older numbers which have met with such success in the American market for many years.

While the company is now offering virtually a complete line of toiletries, plans are under way for further additions during the next few months and for further work in increasing the selling appeal of the line. The successful launching of several new products during the last two years augurs well for the success of the two new items which are illustrated herewith. New and attractive packages, excellently conceived and executed, advertising and a consistent and workable sales policy have rapidly brought the line to the front and should be as successful in launching these and other new items which will be added in the future. The development of future products will be watched with considerable interest.



LEFT—NEW CIRCULAR PACKAGE. CENTER—NEW SIFTER COMPACT. ABOVE—NEW HAND CREAM

Cholesterin Shampoos

Use of This Material in Preparations for Cleansing

Scalp May Help Falling Hair

By Alfons Ly, Berlin

ONE of the commonest diseases that affect the hair is *Alopecia seborrhoica*, or falling hair, which is caused and accompanied by an excessive secretion of sebaceous matter. According to Prof. M. Joseph, of Berlin, while in the beginning the sebaceous glands merely show considerably increased activity and there is a consequent excessive secretion of sebaceous matter, this is followed by abnormal hornifying, or cornification, and then a disordered activity of the glands. In this process of abnormal hornifying, the superficial horn cells undergo a change, so that they no longer have the firm cohesion of the normal cells, which offer great resistance to external influences, but instead loosen gradually in the form of scales or scurf and either detach themselves or they are easily removed by the comb. But the longer this abnormal hornifying of the upper layers continues, the more it affects the sheaths of the hair roots, until eventually there is a complete abnormal hornifying of the outer sheath of the root. At this stage the hair begins to fall out. As a sign that inflammation is involved in this process, the scalp is often found to be more or less red, and at the same time that there is more or less extensive scale formation.

Heretofore, the seborrhoic loss of hair was treated almost exclusively by means of sulphur preparations, with varying degrees of success. New methods have been adopted since Prof. R. Jaffe, of Frankfurt-am-Main, established the relation between cholesterin metabolism and the growth of the hair by experimenting with living organisms. It seems that a considerable part of the sebaceous gland secretions consists of cholesterin, a wax-like substance of high molecular weight belonging to the alcohol group. Cholesterin is found as a constituent of almost all the cells of the body. It is present especially in the brain, and also in the gall and gallstones, where it is particularly abundant.

It is present in esterified form in the products of excretion through the skin; for example, the wool fat of sheep contains about 54 per cent cholesterin. Cholesterin stimulates growth very much in the processes of development, and together with the phosphatides it has a part in the structure of the plasma skin of the cells. Cholesterin metabolism in the human organism is accompanied by processes of internal secretion. When there is a deficiency of cholesterin in the sebaceous glands as a result of constitutional causes, such as a pathological change in the organism, in which cholesterin counteracts poisons, the development of the hair is hindered, and the above described phase in the loss of hair sets in as a consequence.

Attempts to treat seborrhoic loss of hair by supplying cholesterin artificially have met with success. From the results thus far obtained, it seems that sup-

plying cholesterin has the effect of making the abnormal hornifying process normal again. Thus, the treatment of seborrhoic loss of hair by supplying cholesterin is just the opposite of that employed hitherto. The object is not to remove the fat, but to supply fat in the form of the body's own product, cholesterin, in order to check the excessive, pathological secretion of fat by the sebaceous glands, instead of constantly stimulating it as in the past by the usual means employed to remove the fat, such as chlorinated hair-washes containing hydrocarbons, alkaline scalp washes, soaps for shampooing, etc.

To sum up, it may be said that the use of cholesterin, as a shampoo, for example, promises good results wherever the loss of hair can be attributed to faulty functioning of the sebaceous glands. In most cases there is no further scale formation after two weeks, but in severe cases the treatment must be continued for months to be successful. During the treatment with cholesterin preparations, the hair should not be washed too often. It is true that the cholesterin will not be affected by the alkali contained in the soap that is used for shampooing, as it is stable in the presence of alkalis, but it is desirable to avoid as much as possible the irritation of the sebaceous glands that is caused by washing the hair.

The preparation of cholesterin hairwashes is frequently quite difficult, as there are many problems involved in dissolving the cholesterin. The greasy, white cholesterin flakes dissolve in ether, chloroform, fatty and essential oils and in concentrated alcohol, still better in hot alcohol. But these solvents are absolutely out of the question in the preparation of hairwashes. In certain cases, preparations made of concentrated spirits may also cause irritation and severe itching of the scalp. The literature on the subject furnishes practically no information regarding the solubility of cholesterin in cosmetic solvents. Although diluted spirits are most frequently used in the preparation of hairwashes, they are a comparatively poor solvent for cholesterin. According to data by "Tede," 94% to 95% spirits dissolves 2% cholesterin at normal room temperature, 90% to 92% spirits, 1%, 85% to 87% spirits, 0.5%. The solubility in isopropyl alcohol is higher (it is best to use the commercial form medicinal isopropyl alcohol, 98/100%, because the odor is not so strong); 72% to 75% isopropyl alcohol dissolves 1% cholesterin, 64% to 65%, 0.5%. The addition of cholic acid and cholic acid salts, e.g., sodium choleinate (*Fel Tauri dep. sicc. plv.*) and fatty acid (sebatic) alkalis, increases somewhat the solubility of cholesterin in mixtures of spirits and water. However, if sodium choleinate is added, its peculiar odor must be considered; addition of fatty acid alkalis is hardly to be recommended, as the large

quantities necessary would undoubtedly be too greasy for the hair and scalp.

To prevent this, small quantities of chemically pure carbon tetrachloride are added. This increases the solubility of the cholesterol and prevents the precipitation of cholesterol flake crystals from the hairwash when it is placed in a different temperature. Small quantities of lecithin may also be added. In general, 0.5% of pure cholesterol is considered sufficient in shampoos, while some authors specify as little as 0.2% to 0.3%.

Formulas for Cholesterol Shampoos

I. 89 parts spirits of wine, 95 Vol. %, 0.5 parts cholesterol, 3 parts glycerine pure 28° Bé, 6.5 parts distilled water, 1 part perfume, yellow hairwash coloring matter until a pale yellow is obtained.

II. 75 parts spirits of wine 90 Vol. %, 5 parts isopropyl alcohol purest 99/100%, 3 parts carbon tetrachloride chemically pure, 2.65 parts glycerine pure 28° Bé, 0.25 parts cholesterol, 13 parts distilled water, 0.1 part lecithin from egg yolk (e.g., lecithol), 0.5 parts Cologne water oil, 0.5 parts perfume, yellow coloring matter with hairwash dye as desired.

III. 66 parts isopropyl alcohol purest 99/100%, 2.5 parts glycerine pure 28° Bé, 0.5 parts cholesterol, 30 parts distilled water, 1 part perfume, coloring matter as desired.

IV. 80 parts spirits of wine, 95 Vol. %, 3 parts carbon tetrachloride, chemically pure, 2 parts glycerine pure 28° Bé, 0.3 parts cholesterol, 13.6 parts distilled water, 0.1 part lecithin from brain or spinal cord, 0.5 parts Cologne water oil, 0.5 perfume composition, coloring matter as desired.

V. 70 parts spirits of wine 90 Vol. %, 3 parts isopropyl alcohol purest 99/100%, 1 part carbon tetrachloride chemically pure, 2 parts glycerine pure 28° Bé, 0.1 part cholesterol, 22.9 parts distilled water, 1 part shampoo perfume, shampoo coloring matter as desired.

No cholesterol shampoos should be exposed to the air, and they should be kept at a constant medium temperature. Those containing 0.5 cholesterol tend to become cloudy and precipitate the cholesterol at low temperatures.

Chilean Demand for American Toiletries

Chile offers a fairly good market for the sale of imported perfumes, pomades, cosmetics, and similar preparations. Keen competition, however, is offered by the domestic production which is increasing rapidly, and at present supplies about 50 per cent of the total consumption.

The domestic manufactures can not compete in quality with the imported articles, but have a decided price advantage. It is inadvisable therefore for foreign manufacturers to attempt to compete in this market on a price basis alone.

France monopolizes the Chilean market for imported perfumes, toilet waters, rouge and face powder. The United States is the principal supplier of toilet soaps, creams, and certain other cosmetics.—(Consul General C. F. Deichman, Valparaiso).

Winter Modes in London Beauty Products

(Special Correspondence)

London beauty specialists at present have their salons full of women who want to know what the fashionable complexion for the winter is to be. To wear always the same make-up is as wearisome as always to wear the same length and style of dress, and the willowy languishing style of the 1930 "little season" demands a complexion all its own.

Broken-white and creamy rachel are the tints of powder that will replace the deep rachel and sunburn of the summer, broken-white because pure white is never used by the modern specialist. Capucine is the name of a new rouge, which has a hint of orange in its cherry-red to replace the mauve that is unsuitable during the cold weather. Black is no longer to be used for the eyelash pencil, as a soft, natural look, suitable to longer dresses and more placid expressions, is best obtained by pencils in various shades of blue.

For the evening the navy-blue pencil makes a subtle melting shadow round the eyes. Most fashionable women will use a gray-blue for the daytime, while for the very young there is a tone of this shade identical with the Royal Air Force uniform blue which is most attractive.

Registration of Proprietary Medicines, Pharmaceutical Specialties, and Beauty Aids Mexico

According to the regulations of the Departamento de Salubridad, proprietary medicines, pharmaceutical specialties, and beauty aids must be registered with the Sanitary authorities before permission will be granted for their importation, warehousing, and sale. It appears that many articles are being shipped into the country without fulfilling these requirements. A large importer of drugs and chemicals has found it necessary to issue a circular warning to their supply houses requesting that particular attention be paid to this provision of the Sanitary Code and waiving responsibility for shipments not so covered. These requirements have been in effect since September, 1928. A summary of the pharmaceutical regulations may be obtained from the Division of Foreign Tariffs, upon specific request.—(Assistant Trade Commissioner Edward D. McLaughlin, Mexico City).

Synthetic Aromatics in South Africa

Consumption of synthetic aromatics in South Africa is confined to imported materials used by established industries. The total trade is small, especially in perfume materials, and no data are available to indicate the amounts employed either as perfumes or flavors. Amyl and benzyl acetates, eugenol, geraniol, linalol, musk, saccharin, and terpineol are mostly in demand.

Perfume essences, both natural and synthetic, are imported in concentrated form for subsequent dilution, bottling, and distribution. Soap factories, numbering about 30, are important consumers of perfume materials. A fairly well-established flavoring extract industry produces the principal portion of locally used extracts and utilizes both essential and synthetic materials.—(Assistant Trade Commissioner Edward B. Lawson, Johannesburg).

A Survey of Technical Literature

by Col. Marston T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preparations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

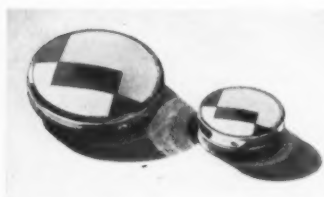
237. *The pharmacological action of the essential oils from Atractylis ovata Thunb.* Sangtae Kim. *Acta Med. Keijo* 11, 83-104 (1928). The Chinese drug, "Jutsu," from *Atractylis ovata* was studied with reference to its physiological effects upon frogs.
238. *The natural chemical resources of Australia plant products.* A. R. Penfold. *J. Chem. Education* 6, 1195-1205 (1929). Australia is rich in plants yielding essential oils, eucalyptus forming 75% of the vegetation.
239. *Camomiles and camomile oil* (with special regard to the Hungarian camomiles). Hans Kaiser, Karl Eggensperger and Hildegard Bärmann. *Süddeut. Apoth.-Ztg.* 68, 284-7 (1928). German and Hungarian products were examined, the former found to contain twice as much essential oil as the latter.
240. *Some notes on camomile.* H. Stanley Redgrove. *Pharm. J.* 122, 50-1 (1929). The differences between the English *Anthemis nobilis* and the German *Matricaria chamomilla* botanically and chemically are reviewed and their uses discussed.
241. *Some notes on cinnamon.* H. Stanley Redgrove. *Pharm. J.* 123, 167 (1929). The history, cultivation, medicinal and other uses of cinnamon and the chemical character of its essential oil are discussed.
242. *Java oil of citronella: necessity of a practical method of analysis.* E. Takens. *Riechstoffind.* 3, 124-5 (1929). A method of determining the percentage of citronellal is described which gives results similar to those obtained by Kleber, but about 3% lower than the method of du Pont and Labaune.
243. *The commercial utilization of Java citronella oil.* Brendan O'Donoghue, James Drum and Hugh Ryan. *Sci. Proc. Roy. Dublin Soc. (N.S.)* 19, 113-20 (1928). The separation and utilization of the constituents of Java citronella oil are presented.
244. *Assay of citronella.* Francis D. Dodge. *Am. Perfumer* 24, 11-12 (1929). A technical method, sufficiently accurate for most purposes is described in detail.
245. *Elemi oil.* Schimmel & Co. *Ber. Schimmel* 1928, 24; *Chem. Zentr.* 1928, II, 1827 (1928). A carana resin from Colombia was distilled with steam and certain of its constituents identified, including phellandrene.
246. *A new essential oil containing geraniol.* B. N. Rutovskii and N. Makarova-Semlyanska. *Riechstoffind.* 3, 140, 161 (1928); *Chimie & Industrie* 22, 323 (1928). The oil obtained by steam distillation of *Laserpitium hispidum*, harvested in the Crimea, contained 40-42% geraniol.
247. *The non-heptane constituents of Jeffrey pine oil.* P. A. Foote. *J. Am. Pharm. Assoc.* 18, 350-3 (1929). N-octylic, N-nonylic and N-decylic aldehyde were identified.
248. *Essential oil of Juniperus excelsa.* G. V. Pigulevskii and Yu N. Lovyagin. *Trans. Sci. Chem. Pharm. Inst. (Moscow)* 1927, No. 17, 151-58 (1927). The presence of pinene was demonstrated and cedrol appears also to be contained in this oil.
249. *Essential oils from Kenya Colony.* George Ferguson and Ernest J. Parry. *Chemist & Druggist* 108, 604 (1928). "Mawah Oil" from "geranium," and vetiver oil were examined and the results are reported.
250. *Lavender.* Albert Ellmer. *Riechstoffind.* 3, 43-4, 56-7, 69-70, 82-3, 92-4 (1928). The manufacture, properties and uses of lavender oil are presented.
251. *Lemon oil.* J. Pritzker and R. Jungkunz. *Pharm. Acta Helv.* 3, 79-83 (1928). The differences between fresh and old lemon oils are pointed out.
252. *Madagascar Cloves.* V. H. Kirkman. *Chemist & Druggist* 109, 527 (1928). The cultivation of cloves and the distillation of the oil from cloves, leaves and stems in 1928.
253. *Zanzibar clove industry in 1927.* Anon. *Chemist & Druggist* 110, 103-4 (1928).
254. *Meriandra bengalensis and its essential oil.* S. Dezani. *Boll. inform. econ. (Rome)* 15, No. 1-2, 72 (1927). The leaves are rich in camphor as well as in essential oil which is found also, although in smaller amount, in the twigs and flowers.
255. *Neroli oil from neroli flowers of Calabria.* P. Lucisano. *Boll. Staz. sper. ind. Essenze* 3, 61-2 (1928). The Calabrian neroli appears to be identical with that from French flowers, but not with the oils from Sicily, Algiers or Spain.
256. *Experimental culture of peppermint in Poland. Study of the oil.* W. J. Strazewicz. *Quart. J. Pharmacy* 1, 641-2 (1928). Eleven samples of oil distilled from Polish peppermint were examined and the results show them to be of average quality.
257. *Composition of asarone oil.* I. G586. *Chem. Folyoirat* 34, 103-12, 115-20 (1928). The oil obtained by steam distillation of the roots contained an ether $C_{11}H_{18}O$, what appeared to be a mixture of a sesquiterpene with a sesquiterpene alcohol, as well as asaryl aldehyde, asarone and an isomer of diasarone.
258. *Essential oils of peppermint from the government of Poltava.* V. A. Kuz'min. *Trans. Sci. Chem.-Pharm. Inst. (Moscow)* 1927, No. 17, 168-82 (1927). The yield of oil from various parts of the plants of black and white mint are tabulated together with their constants.

Recent Product Developments

*I*N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

New Compacts and Rouges of Barbara Gould

Retaining the same color combinations but redesigning the cover to keep apace with the modernistic package developments, Barbara Gould, Ltd., New York, has redressed its compacts, both single and double, and its dry and cream rouge. The accompanying photograph depicts



the covers and comparative sizes of the containers. The basic color is red, trimmed with a modernistic design in silver with the adjoining color in cream. The back

is a solid red with the name, "Barbara Gould," imprinted across the center. These new packages are much lighter in weight and, in line with the tendency to compactness, are considerably less bulky.

The New Matchabelli Products

A black enamelled compact, direct from France, is one of the latest additions to the products of Prince Matchabelli Perfumery, Inc. As depicted in the photograph below this most attractive compact wears the characteristic crown decoration in gold. The gold color scheme is further carried out on the inside facing which extends over one end forming the clasp. Aside from its dignity and beauty the lightness of the case is particularly appealing.

Three new essences for the bath have also been developed to complement the pine needle odor, one of the first products of the line. These are packaged similarly in a substantial and attractive transparent glass bottle with

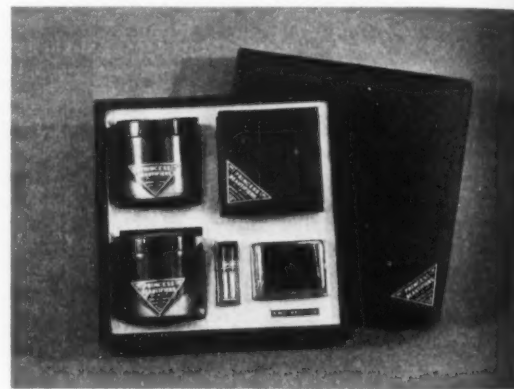


a gold shaker top, as may also be seen in the photograph.

"The three odors, verbenia—a concentrated spicy essence—lavender and rose geranium, are of such concentration," states Prince Matchabelli, "that but a few drops are necessary for the perfuming of the bath water." The label for these products deviates from the usual Matchabelli coat of arms, being similar to that of the group of perfumes packaged in sets of three and four bottles. This label is repeated on the outer container, a black and silver striped box.

Princess Beautifiers, Ltd.

Princess Beautifiers, Ltd., makers of the Beauté series of cosmetics, have recently established a laboratory and shop in Long Island City, New York, and are



distributing its complete treatment line throughout the United States from this base.

The above package shows five of the products of the line packaged together. In this box are all the necessities for a short trip. The cleansing cream is of course essential, as are also the vanishing or finishing cream for the powder foundation; the powder, either in the box or the compact, which, by the way is a loose powder one, and the lipstick.

The color scheme of the packages is black and silver; the black of the cream jars shading down to silver. The compact is black with silver back and trimmings, and



The other products make up a complete treatment line.

The Jean Patou Line

Since the opening of the offices of Jean Patou, Inc., in New York City, several new perfumes as well as a rather novel idea in the form of a "perfume bar" have been introduced. The bar, semicircular when closed and circular when open contains Patou's three newest perfumes, known as Cocktail Dry, Cocktail Bitter Sweet, and Cocktail Sweet. These three perfumes are composed of the basic essences which Mr. Patou claims are used in the composition of most of the modern perfumes. Each one also in itself is a perfume which can be used unmixed. To complete the bar are seven vials of "Angosturas," thus named as a single drop of these quintessences will completely modify the character of a mixture. From the above perfumes and essences an unlimited number of perfumes can be mixed,—in fact one to suit every mood. With the bar is a very attractive booklet describing the essences and giving suggestions for the proportions to be used in preparing the perfumes.

The three perfumes composing the essences of the bar are also packaged separately as shown in the above photograph. The one, Cocktail Dry, is a woodland odor, suggestive of the warm and heavy scents of the forest; the second, Cocktail Bitter Sweet, an amber scent; and the third, Cocktail Sweet, a flowery perfume, a bouquet of the natural essences of the most delicate and rarest flowers.

Each is packed abroad in a transparent crystal bottle with the characteristic Jean Patou, Inc., label. The outer package is a handsome white box with the name of the perfume in gold lettering and the company name in black. The idea of connecting the perfume with a cocktail is decidedly novel and will undoubtedly have a great appeal to many of the American buyers.

the lipstick is silver with black top. The powder box follows the design of the outer package, being black with the triangular trade mark of the company with the name, "Princess Beautifiers" and the firm's address in the corner.

Some Additions to the Dorothy Gray Line

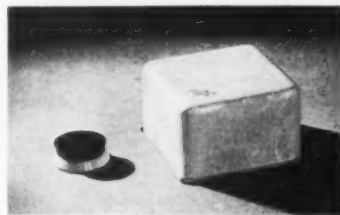
A recent addition to the Dorothy Gray line is a week-end case which will take the place of their former one. The new case is a great improvement on the old; the color of the almost square tin box is a lovely shade of light blue. In construction it is much sturdier and contains more preparations.

One of the nicest things about it is the generous size mirror which takes up the entire inside of the lid. This lid is hinged so that when the case is open on the table the mirror is at the exact angle for use.

The following preparations are included in this week-end case: cleansing cream, supplying cream (tissue cream), orange flower skin tonic, astringent cream, cleansing tissues, finishing lotion, hand cream, and cream rouge.

Another new item which Dorothy Gray has just presented to the public is a powder box, which it is expected will eventually take the place of the one used in the past. The cover is all in one piece without seams and made of a white celluloid composition like the cream rouge box with a bottom and inside of gold. The Dorothy Gray signature in neat gold lettering in one corner adds a nice little touch to the perfectly plain cover. This box is quite a deviation from the usual paper box; its beauty of design and smooth lustrous surface making it an addition to any dressing table. The powder is exactly the same powder always used by Dorothy Gray.

A new eye shadow in a new container has also been added to the line of products. This is considered much softer and creamier than the former one and also comes in two additional colors, violet and green.



The demand for a green eye shadow has grown lately as a very smart and becoming shade. The container is galathea with a top of dark blue on a base of cream color. The general appearance is shown in the accompanying photograph.

The entire line of compact rouges has been revised, bringing them up to the minute as to shades. The new colors are tawny, a warm orangy shade; sunset, an orange pink; blush, a pure wild rose; bright rose, a vivid rose tone; avis, a deep rose; scarlet, a bright red and old rose, a soft subdued rose.

New Compacts of Margaret Lane

The new company, Margaret Lane, New York City, is just presenting a new compact of rather unusual design. The case is of a very light weight material of a pyroxylin nature, effected in different colors. It is featured as the new "Jewel Vanity," obtaining its name from the fact that it is produced in the different colors to match the popular costume jewelry. It may be had in rose, onyx, blue, amethyst, topaz, etc.

As may be seen in the center of the accompanying photo the rouge is contained in a small compartment with a mirror of its own, which folds down onto the powder compartment when closed.

The striking "jewel" case is packaged in a black velvet lined box which acts as an effective background.



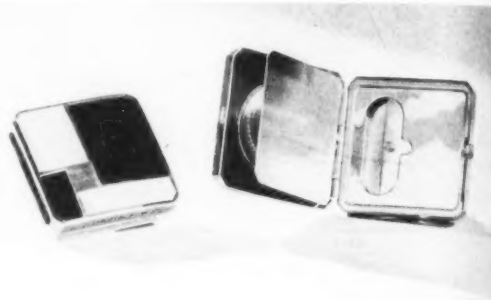
The box is of suede paper, square in outline, with a green and black top.

"Bene-facial" was the first product brought out by this company. This is an emulsion-like cream which serves as an "all cream," which Miss Lane claims is a duplication of the natural oils of the human skin insofar as is biologically possible. Its purpose is to replace the "vital youth" element in the skin that time and care destroy.

This is put up in non-collapsible tubes which may be obtained in orchid, green blue, cream, black, etc.—to match any bathroom decoration. Across the face of the tube are the words, "bene-facial" in black letters, and the cap and tube bottom are also of black. The beauty of this tube would be an asset to any toilet outfit. The white box carries the same labeling as the tube with the name of the company across the bottom. The tubes are also transparent so that the quantity of cream remaining is easily discernible.

Tre-Jur's New Sifter Vanity

The House of Tre-Jur is bringing out for February 1st distribution a new sifter type of compact to be known as "French Enamel Vanity." This comes in two styles, single for powder only and double with rouge



as well as the powder case. The boxes are in six different colorful modernistic designs, which make a most attractive appearance, especially for display purposes.

One of the special features of these compacts is that the mechanism of the sifter is perfected, Tre-Jur states, to make them leak proof and sturdy enough to withstand constant usage. Powder is kept in a little air-tight compartment, with a sliding cover. At the right of the photograph above is shown the sifter compartment with the sliding cover open. At the left is depicted one of the six cover designs which is effected in red and black. Other covers not only vary as to design, but also as to color scheme, some being developed in a combination of rose and black, green and black, etc. The whole is a very compact and easily handled case of a desirable light weight for carrying in the purse.

Armand's New Bottles

Armand Co., Des Moines, Iowa, has recently repackaged its astringent in new bottles of two sizes. The bottles

are of substantial feel and decorated with three verticle cut lines as shown in the photograph at the side. Black bakelite tops add character to the container. The labels are the characteristic ones of the company—developed in a rose pink and black with the company's trade mark.



Association and Court News

Fight W. Va. Prohibition Rulings

RULINGS of the Commissioner of Prohibition of the State of West Virginia relating to the sale of certain toilet preparations containing alcohol are being contested by the Baltimore Drug Exchange and numerous manufacturers and dealers in these products through Philip C. Friese, attorney of Baltimore and Judge H. D. Rummel of Charleston, W. Va.

The rulings which are specifically objected to are those which compel a dealer in West Virginia to take out a license and pay a fee of \$50 in order to sell toilet preparations containing alcohol. The West Virginia state prohibition law has for a long time confined the sale of perfume and certain other products containing more than 15 per cent of alcohol to druggists who have taken out a wholesale liquor dealers' license. The other ruling to which objection is now being made is one which would add to this list, bay rum, hair tonics, lotions, etc., applied in barber shops but not for sale in their original containers. This new ruling was to have gone into effect January 1 and would have prohibited the sale of any of these products excepting by specially licensed druggists.

Following the filing of injunction proceedings District Judge McClintic granted a temporary restraining order which prevented the new ruling going into effect and also barred the state Commissioner from enforcing the license fee provision, pending the hearing of an application for injunction which will take place in the near future.

The suit for injunction is being brought on the grounds that products manufactured under approved formulas and under Federal jurisdiction and shipped into a state are legitimate articles of commerce and may not be interfered with under state statutes. The contention of the attorneys is that interference by the state constitutes interference with inter-state commerce and is specifically forbidden by the provision of the Federal Constitution which gives control of inter-state commerce to Congress.

The case is being watched with much interest by manufacturers of toilet preparations and especially of barbers' supplies since its result may have a far-reaching effect upon local prohibition laws and their enforcement in other jurisdictions.

Colgate Sues Lever Company

The Colgate-Palmolive-Peet Company, Chicago, filed suit on January 10 in the Federal court against the Lever Bros. Soap Company, Cambridge, Mass., asking that it be restrained from the manufacture of "Rinso," soap-flake preparation. The Colgate company likewise demanded monetary damages claiming that it had long held patent and manufacturing rights of a product similar to "Rinso." Infringement of patent was charged, and the Court was asked for an accounting and payment of all unlawful gains, profits and advantages. Lever Bros. maintains a branch factory in Hammond, Ind.

P. C. Magnus Heads Drug Section

THE annual meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., was held at the Drug and Chemical Club, New York, on January 7. The election of officers, which was a feature of the meeting, resulted in the selection of Percy C. Magnus, president of Magnus, Mabey & Reynard, Inc., as chairman for the coming year. Mr. Magnus succeeded Charles A. Prickitt of the Upjohn Co., as chairman.

Chosen to serve with him during the coming year were: Francis J. McDonough, vice-president of the New York Quinine and Chemical Works, vice-chairman; S. B. Penick, president of S. B. Penick & Co., treasurer, and Ray C. Schlotterer, secretary. Mr. Prickitt succeeds Herbert D. Robbins as representative of the Drug and Chemical Section on the Board of Directors of the



C.B.S.

P. C. MAGNUS



C.B.S.

F. J. McDONOUGH

New York Board of Trade. The following were selected to act with the officers as the Executive Committee: S. W. Fraser, Burroughs, Wellcome & Co.; Edward Zink, Eli Lilly & Co.; C. L. Speiden, Innis, Speiden & Co.; A. Bakst, Bakst Bros.; Gustave Beyer, Merck & Co., and H. J. Schnell, *Oil, Paint & Drug Reporter*.

Chairman Prickitt briefly reviewed the work of the section during the last year and then called for the reports of the several standing committees. The report of the executive committee, presented by F. J. McDonough, chairman, detailed the work of the section with reference to the special problems taken up during the period. These included freight and terminal facilities, delays in customs and appraisers, the Williamson Bill, freight discrimination and numerous other important trade problems. Special reports were also presented by committees on wholesale druggists, manufacturing pharmacists and manufacturing chemists, while the membership committee reported the addition of 20 new members and the loss through resignation or consolidation of 14, a net gain of six for the year.

Most interesting to our readers was the report of the committee on essential oils, presented by A. D. Armstrong, secretary of Fritzsche Brothers, Inc., on behalf of F. E. Watermeyer, president of that company

and chairman of the committee, who was unable to be present. This report in full was as follows:

"The past fourteen months have witnessed a declining market which went further and with a degree of violence which is probably unprecedented in the history of the essential oil industry. At the beginning of 1930 your committee stated its belief that the low average of prices of essential oils prevailing at that time would result in confidence and willingness on the part of consumers to purchase freely. However, the chaotic conditions encountered throughout 1930 could not possibly have been foreseen at that time and while prices were then low compared to the average of past years, they have continued to decline steadily and gradually with but few upturns until today the general level is far below that existing any time in the past twenty years.

"The causes for this condition are so similar to those which have affected other industries that we need not here dwell upon them at length. Briefly it may be stated that in some instances unusually large crops combined with the decreased consumption resulting from the business depression was an important factor. Another contributing factor was the need for cash on the part of producers and in some instances of distributors as well. Their sacrifice of stock without regard to cost, depressed prices even further than the abundant supply of raw material would have justified had business conditions in general been more favorable.

"The natural result was an extreme buyers' market and the pressure on distributors resulting from this has, unfortunately, tended to undo some of the constructive work accomplished the past few years in the nature of standardization and in eliminating undesirable trade practices. The necessity and over-anxiety to sell has brought about in some quarters unusual concessions in the form of special terms, deliveries, etc., which, in the long run, is good neither for the essential oil industry nor its customers. It is, however, a matter for congratulation that the members of the Essential Oil Dealers' Association have quite generally and firmly maintained the integrity of their contracts with buyers, the elimination of protection against decline in price having been one of the most constructive and stabilizing moves yet undertaken.

"Study of the appended list comprising thirty-two essential oils responsible for the major portion of the annual tonnage, shows that while prices at the beginning of the year were considered by the trade even then to be below normal, they stand now at a much lower level, lower than could possibly have been expected or foreseen. Of the thirty-two oils considered, thirty have declined, and only two have advanced since the beginning of 1930, the percentage decline over the entire list amounting to 24.9 per cent within the space of one year. While no statistics are available as to the actual tonnage distributed, it is doubtful if it equalled that of 1929, as consumption decreased because of the general business depression.

"In common with the industries closely allied with ours, we foresee a gradual improvement in 1931, slow but steady, and the last half of the year with conditions again on a fairly satisfactory basis. Many of the commodities in our line are now being sold at prices below the cost of production. Some large buying factors with surplus cash are covering their requirements for two

and three years ahead because of these bargain prices. This helps the situation somewhat and when consumers in general begin to take advantage of these low prices, confidence will return and the essential oil dealer can again operate freely and to better advantage. It must be kept in mind that since a period of weeks and in some cases months elapses between the time of placing an order abroad and receipt of the goods here, the essential oil dealer during a steadily declining market is frequently faced with the necessity of selling his goods at less than he paid for them. Complete restoration of confidence and improvement to normal levels will continue to depend somewhat upon the ability of the primary foreign source of supply to sell its goods on a basis of actual value and to maintain its selling price on that basis. Confidence here is closely dependent upon stable conditions in the foreign producing districts."

	Prices as of Jan. 2, 1930	Prices as of Dec. 31, 1930	High for 1930	Low for 1930
Anise Star, USP	1.00	.70—	1.15	.70
Ginger	6.50	5.25—	6.50	5.25
Bergamot, HP	3.15	2.70—	3.40	2.70
Bois de Rose	1.85	1.40—	1.85	1.40
Cananga, Native	2.50	2.20—	3.30	2.20
Cassia, Rect., USP	1.40	1.05—	1.40	1.05
Caraway, Dutch	1.70	1.45—	1.70	1.45
Citronella, Ceylon51	.40—	.65	.40
Citronella, Java76	.60—	.76	.60
Cloves	1.85	1.65—	1.85	1.65
Camphor, Jap. Light36	.20—	.36	.20
Eucalyptus, USP55	.39—	.55	.39
Camphor, Sassafrassy28	.20—	.28	.20
Cedarwood, Light25	.38+	.46	.25
Coriander	6.25	5.00—	6.25	5.00
Lavender Flowers, USP, Extra	3.25	2.25—	3.25	2.25
Lemon, Italian, USP	3.00	1.20—	3.00	1.20
Lemon, California	2.00	.85—	2.00	.85
Lemongrass, Native75	.70—	.75	.70
Linces, Distilled	8.75	8.00—	8.75	7.00
Limes Handpressed	19.75	17.00—	19.75	17.00
Nutmeg	1.70	1.25—	1.70	1.25
Orange, Sw. Italian	3.75	2.65—	3.75	2.65
Orange, Sw. Calif.	3.45	2.45—	3.45	2.45
Pennyroyal, European	1.20	1.05—	1.20	1.05
Peppermint, Rect., USP	3.50	2.90—	3.50	2.90
Spearmint	4.75	2.60—	4.75	2.60
Patchouly	7.50	5.50—	7.50	5.50
Geranium, Algerian	5.25	4.35—	5.25	4.35
Geranium, Reunion	4.75	3.90—	4.75	3.90
Wormseed	3.40	4.00+	4.25	2.80
Wormwood	14.50	6.00—	14.50	6.00

Protest on Glass Canes Filled with Imitation Perfumery

C. Silverman, New York, in protests 323209-G, etc., protested the classification of glass canes filled with imitation perfumery which were classified at 75 per cent ad valorem under paragraph 62 of the Tariff Act of 1922, and claimed that they should be dutiable at 55 per cent under paragraph 218. Justice J. Sullivan, in T. D. 13964, in accordance with stipulation of counsel and on the authority of *Borgfeldt v. United States* (T. D. 43629) held the glass containers in question dutiable under paragraph 218 as claimed.

California Luxury Tax

Preliminary reports indicate that the California State Legislature will consider a bill at its coming session to levy a luxury tax on sales of toilet preparations. The retailers in the state are organizing to combat this legislation and manufacturers are being urged to get in touch with their outlets in the state with a view to assisting the organization combating the tax.

Foragers' Election and Dinner

THE Foragers of America held their annual meeting at the Advertising Club, New York, December 26th, 1930, following an enjoyable luncheon at which over forty members were present.

The chief business transaction was the election of officers for the coming year, which resulted as follows: President, Frank L. Graham; vice-president, Griswold P. Daggett; secretary-treasurer, O. C. Neidenstein.

The six members of the board of governors are: R. S. Arcularius, Theo. Hanlon, Augustus Trant, Harold Quinby, O. H. Betz, M. F. Schultes.

The annual banquet held at the Hotel New Yorker on January 3rd, marked the thirty-third anniversary of the founding of the organization. Frank L. Graham, the new president presided. The occasion was also in the nature of a birthday party for Harry Morton, one of the charter members of the Foragers and fifty years with the American Hard Rubber Company, New York. There was an unusually large attendance and among the guests were the officers of the American Hard Rubber Company. Mr. Morton was presented with a beautiful scroll, commemorating his work with the organization. He was also the recipient of an easy chair which bore a silver plaque suitably engraved with his name, the date and the occasion. A number of the charter members made short addresses eulogizing the services of Mr. Morton to the industry and to the Foragers in particular.

Chemical Salesmen to Install Officers

Salesmen's Association of the American Chemical Industry will install their officers for 1931 at a special meeting called for Monday, Jan. 27, at the Park Central Hotel, 56th street and 7th avenue, New York. After the dinner, which will get under way promptly at seven o'clock, Victor E. Williams, Monsanto Chemical Works, New York, retiring president, will turn the affair over to Frederick A. Koch, Dow Chemical Company, New York, the newly elected head of the organization. Other new officers to be installed will be Ira Vandewater, R. W. Greef & Company, first vice-president, William H. Adkins, Givaudan-Delawanna, Inc., second vice-president, and R. J. Grant, Noil Chemical & Color Works, third vice-president. B. J. Gogarty, American Solvents & Chemical Company, was re-elected secretary-treasurer. E. J. McGuire, Grasselli Chemical Company, and Grant A. Dorland, MacNair-Dorland Company, will take office, as members of the executive committee, for terms of three years.

The Committee has arranged an unusual show, composed of five vaudeville acts, which will be put on immediately following the installation. There will be music and group singing during the dinner. In the past, the installation has been formal and attendance has been restricted to members. This year the meeting will be informal and members will be urged to bring as many prospective members as possible.

Valuable Good Nature

Cheerfulness is the first step to being worth more than a dollar a day.—*The Silent Partner.*

A. M. T. A. Convention Ambassador Hotel, April 21, 22 and 23

AT a meeting of the executive board of the American Manufacturers of Toilet Articles, held in New York, January 12, it was decided to hold the annual convention of the association in New York City, April 21, 22, and 23. The choice of the board fell upon the Ambassador Hotel as the scene of the meeting.

In addition to its decision regarding the convention, the board elected the Art Tube Co., Irvington, N. J., to associate membership.

Plans for the annual convention are progressing steadily and will be announced as rapidly as they are formulated.

The committee on entertainment at the convention has just been completed and as announced by president H. H. Bertram, consists of the following members: Chairman, Frank J. Lynch, Sun Tube Corp.; 1st vice-chairman, L. R. Root, Scovill Manufacturing Co.; 2nd vice-chairman, W. C. Young, Swindell Brothers; Charles Kelly, Hagerty Brothers & Co.; Robert C. Kelly, John Powell & Co.; Charles Mott, Topics Publishing Co.; Sewell H. Corkran, A. H. Wirz, Inc.; Karl Voss, Karl Voss Corp.; Dr. William T. Haebler, van Ameringen-Haebler, Inc.; R. F. Kinney, National Art Co.; Louis Spencer Levy, Perfumer Publishing Co.; Everett W. King, The Lorscheider, Schang Co.; E. H. Rogge, Stanley Mfg. Sales Corp.; W. F. Zimmerman, Helfrich Laboratories of N. Y., Inc.

Floral Products Committee Meets

A meeting of the Committee on Domestic Production of Floral Products of the American Manufacturers of Toilet Articles was held January 16th at the offices of Richard Hudnut, New York City. A report of the work done by the government in cooperation with the committee was presented.

Those present were G. A. Pfeiffer, chairman of the committee; Dr. R. S. Swinton, W. J. Bush & Co., Inc., New York; A. F. Sievers, of the Bureau of Plant Industry, U. S. Department of Commerce, Washington; P. M. Todd, A. M. Todd Co., Kalamazoo, Mich.; C. E. Ising, The C. E. Ising Corporation, Flushing, N. Y., and Dr. M. H. Ittner, Colgate-Palmolive-Peet Co., Jersey City, N. J.

Coming Conventions

International Convention, Hotel Pennsylvania, New York, N. Y., March 10-13, 1931.

Mid-West Beauty Trade Show, Sherman Hotel, Chicago, April 6, 7, 8, 1931.

Thirteenth Exposition of Chemical Industries, Grand Central Palace, New York City, week of May 4, 1931.

American Wholesale Grocers' Association Convention, The Roosevelt Hotel, New Orleans, May 12-14, 1931.

Flavoring Extract Manufacturers Association, Hollenden Hotel, Cleveland, Ohio, May 20, 21, and 22, 1931.

American Manufacturers of Toilet Articles, Ambassador Hotel, New York, April 21, 22, and 23, 1931.

Second American Beauty Congress, Hotel Astor, New York, October 5, 6, 7, 1931.

Frieda Hempel, Inc., Enjoined by Court

THE name of Frieda Hempel, opera singer was used to obtain more than \$150,000 from German and Austrian servants, waiters and other small wage earners through the fraudulent sale of stock, according to Deputy Attorney General Henry H. Spitz of the State Bureau of Securities, who obtained a court order on January 5th enjoining the Frieda Hempel, Inc., of 225 West 57th street, New York City, from further dealings in securities. The order was signed by Supreme Court Justice Selah B. Strong of Brooklyn.

According to Mr. Spitz, more than 300,000 shares were issued to Frieda Hempel for a number of formulas for beautifying preparations and for the use of her name. Stock was sold in the Frieda Hempel, Inc., to the public at \$10, \$12 and \$14 a share. Mr. Spitz said that the diva lost about \$10,000, the other losers being Austrians and Germans who had been in this country but a short time.

Purchasers of the stock, according to Mr. Spitz, were told that Miss Hempel had a substantial financial interest in the corporation and that, because of her world-wide reputation, there would be a tremendous profit.

The president of the corporation is Ivan M. Taylor. Mr. Spitz said Mr. Taylor was at one time connected with the East Coast Fisheries, Inc., which reorganized as the Deep Sea-Fisheries, Inc., under the presidency of the late General George W. Goethals, chief engineer in the building of the Panama Canal. He was also at one time a member of the New York and the Chicago Stock Exchanges, according to Mr. Spitz.

Duty on Bottles Containing Floral Water Protested

New York Merchandise Co., Inc., New York, in protest 426,754-G claimed that small containers of fanciful shape, composed of glass and containing floral water, classified at 75 per cent ad valorem under paragraph 62 of the Tariff Act of 1922, should be returned for duty at 55 per cent under paragraph 218.

Justice J. Sullivan, in T. D. 14184, upheld the claim, in accordance with the amended report of the appraiser and on the authority of *Borgfeldt v. United States* (T. D. 43629).

Protest Weight of Vanilla Beans

H. Triest Co., Inc., New York, in protest 299,864-G protested against the assessment of duty on a shipment of vanilla beans on the basis of the net weight which was claimed to be excessive.

Justice J. Cline, in T. D. 14247, in handing down the decision overruling the protest, said there was nothing in the record as presented to warrant disturbing the collector's action.

Damages on Cosmetic Pencils

Hensel, Bruckmann & Lorbacker, Inc., New York, in claim 2020, contended that cosmetic pencils were damaged by fire on the importing vessel within the limits of the port. Justice J. Cline, in T. D. 13035, granted damages to the extent of 95 per cent in accordance with the appraiser's report.

August Merz Again Heads S.O.C.M.A.

AUGUST MERZ of Calco Chemical Co., was again elected to head the Synthetic Organic Chemical Manufacturers Association at the annual meeting of that organization, held in New York late in December. A reduction in the number of vice-presidents and members of the board of governors was made in accordance with amendments to the constitution, previously approved. These changes were made on account of new conditions arising from consolidations in the membership field and to expedite the transaction of necessary business.

Mr. Merz in his address as president gave a talk on his observations of world business conditions and discussed particularly conditions in Europe which he had the opportunity of observing during a recent trip. C. A. Mace, secretary, outlined the work of the association during the year covering particularly the tariff and the trend of foreign trade. Other speakers included Charles H. Hertzy, former president and member of the association and C. C. Concannon, chief of the chemical division of the U. S. Department of Commerce.

The following officers were elected to serve with Mr. Merz during the coming year:

Vice-presidents, E. H. Killheffer, of the Newport Chemical Works, Passaic, N. J., and S. W. Wilder, of the Merrimac Chemical Company, Boston; treasurer (reelected), Ralph E. Dorland, of the Dow Chemical Company, New York. Other members of the new board of governors are E. G. Robinson, of E. I. du Pont de Nemours & Co., Wilmington, Del.; A. L. Van Ameringen, of Van Ameringen-Haebler, Inc., New York; and E. A. Barnett, of John Campbell & Co., New York. C. A. Mace was reappointed secretary.

Protest Duty on Cellophane Sheets

G. W. Sheldon & Co., New York, in protests 428459-G, etc., claimed that cellophane sheets classified at 60 per cent ad valorem under paragraph 31 of the Tariff Act of 1922 should be returned for duty at 40 cents per pound under the same paragraph.

Justice J. Sullivan in T. D. 13959, in accordance with stipulation of counsel and on the authority of *Birn v. United States* (17 C. C. P. A. 122, T. D. 43454) held the cellophane sheets dutiable at 40 cents per pound under paragraph 31 as claimed.

Protest Duty on Glass Canes Filled with Perfumery

W. R. Zanes & Co., in protest 397027-G and Geo. Borgfeldt & Co., in protest 390412-G, both of Galveston, protested the classification at 75 per cent ad valorem under paragraph 62 of Tariff Act of 1922 of glass canes filled with imitation perfumery, claiming them dutiable at 55 per cent under paragraph 218.

Justice J. Sullivan, in T. D. 12027 and 12028 respectively, on the authority of *Borgfeldt v. United States* (T. D. 43629) declared the glass canes in question to be dutiable under paragraph 218 as claimed.

Achievement

Looking up the long avenue of achievement, I fail to see a single loafer.—*The Silent Partner*.



Upon the resignation of A. William Herbst as general manager of Gabilla, Inc., New York City, J. B. Gould, vice-president of the company, returned from California, where he has been spending the past five months, to take over the general management of the company. D. A. Haggerty, general sales manager of The Ambrosia Co., will take charge of the sales of Gabilla.

Mr. Herbst, who was formerly general manager for Marlane, Inc., New York City,—the former Marcel Guerlain, Inc.,—will devote his entire time to the development of the General Cosmetic Co., with which he has been associated for the past year.

* * * *

Pierre Wertheimer, president of Bourjois, Inc., New York, returned to France on the *Bremen* January 4th after a visit of a few weeks in the United States. Accompanying him was B. M. Douglas, treasurer and also a member of the board of directors of the company, who will spend about six weeks abroad.

During his brief stay here, Mr. Wertheimer visited his many friends in the trade, not only in New York City, but also in Rochester, Chicago, Cincinnati, and other cities. With him on his trip west was Ralph H. Aronson, vice-president of the company. While Mr. Aronson stated that the general trend of business was not as satisfactory as he would like to see it, both he and Mr. Wertheimer were exceedingly pleased with the progress Bourjois, Inc., was making.

* * * *

Paul H. Todd, vice-president of A. M. Todd Co., Kalamazoo, Mich., attended a recent meeting of the Committee on Domestic Production of Floral Products, and before returning home paid a visit to our sanctum.

He is quite hopeful for the continuation of the upturn in business which his firm has experienced since the first of the year, and advises that orders have come in somewhat greater volume than looked for during this period.

The extensions in the new plant in Kalamazoo that have been planned for the present time have been completed.

* * * *

Walter Mueller who contributes an article in this issue on "How Is the Industry Faring?" is a man of wide experience having been at one time sales and advertising manager of the wholesale perfume department of A. A. Vantine Co., Inc. and also secretary and treasurer of the American Manufacturers of Toilet Articles. Following this he was connected with the essential oil industry, and has a well rounded view of the problems of the trade.

W. W. Robertson, director of the Bon Ami Company and also of the subsidiary, the Orford Soap Co., Manchester, Conn., returned December 15th on the *Mauretania* from a five months' tour around the world. Accompanying Mr. Robertson on the trip which was occasioned by the decision of the company to locate a factory in Australia to take care of the increasing demand for Orford soap products in that continent, were Mrs. Robertson and daughter, Marion, and Mr.

and Mrs. H. J. Hope and their son, James.

In commenting on the results of his visit, Mr. Robertson stated that he and Mr. Hope, managing director of the Bon Ami Co. of Australia, had been successful in securing a factory in Sydney of 15,000 square feet floor space and in a location only 200 miles from the source of an excellent feldspar supply. Three months were spent in supervising the recon-



W. W. ROBERTSON

struction of the building necessary for the company's especial needs and to get the plant under way.

Asked concerning world-wide conditions he said that all countries visited, with the possible exception of France, were experiencing similar conditions to those existing in the United States. With reference to Australia, Mr. Robertson found the country hard hit but it is his opinion that in the years to come it will take its place as an important one with the other continents.

Among the many interesting places visited by the party were Honolulu, the Fiji Islands, New Zealand, Melbourne, Adelaide, India, Port Said, the Suez Canal, Egypt, France and England.

* * * *

Coca Cola Co., Atlanta, Ga., held five regional sales conventions the first week in January. They were held in Baltimore, New Orleans, Dallas, Los Angeles and Chicago. The meeting in Chicago was in charge of R. C. Treseter, vice-president in charge of the service department at the main office, and Roy Dorsey, vice-president in charge of the Chicago territory. Managers and field men from thirteen states attended and reported a favorable increase in business during the last year. Plans for further expansion in 1931 were considered. Similar programs in charge of other officials were given in the other cities.

Prince Georges Matchabelli, manufacturer of the Prince Matchabelli Perfumery Corporation's products, sailed on the *Majestic*, January 10th, to spend two months abroad. After a brief stop in Paris he will visit London, where he will continue negotiations recently entered into for the distribution of the Matchabelli products throughout England. These plans when completed will be carried out with the co-operation of Prince Soumbatoff, agent for the company in London.

From London the Prince will return to Paris to look after his interests at his shop in Paris proper and at his factory in Clamart. Before returning to America he will visit Berlin with the view to establishing an agency there.

In commenting on the development of his products in the United States, the Prince states that it is absolutely necessary to improve American alcohol for use in the perfumery industry to compete with French perfumes, and he will import all perfumes and toilet waters until this improvement is effected.



PRINCE MATCHABELLI

The Virginia Dare Extract Co., Inc., Brooklyn, N. Y., held its annual sales convention at the company's general offices in the Bush Terminal Building, January 2 and 3, under the direction of Dr. Bernard H. Smith, president of the company.

Sales plans for another successful year were prepared. Charles Heritage will continue in charge of

sales for the New York territory, with Harry Desender, sales manager for the Philadelphia district.

The convention was terminated with a dinner at the Hotel Granada in Brooklyn on the night of January 3rd. Dr. Smith introduced Professor Lewis B. Allyn of the Westfield Testing and Research Laboratories, Westfield, Mass., who presided as toastmaster. The chief speaker of the evening was Ernest Kauer, president of the Ceco Radio Tube Co., of Providence, R. I. Brief addresses were also made by executives of the company. All voted the convention a great success.

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C. I. Togstad, president of C. I. Togstad Co., Kokomo, Ind., returned recently from a trip through the South and Cuba during which he arranged and presided at conventions of his company's representatives at several points. Interesting and enthusiastic meetings were held in Georgia, Florida and Cuba where Togstad products enjoy a wide distribution. A feature of the meetings was Mr. Togstad's announcement that sales volume for 1930 increased 34 per cent as compared with 1929 and that the company now had a total of 3,500 representatives in all parts of North America and Cuba. New products just introduced include a "no-lather" shaving cream, "Mariet" skin freshener, mending fluid, "Charmaine" perfume and tissue builder.

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J. C. Gibbs, formerly associated with Marie Earle, New York City, has been appointed vice-president and general manager of Margaret Lane, New York City. Margaret Lane, chief of research for an industrial laboratory, has spent several years of research work developing an emulsion-like cream which she has named "bene-facial."

Since that time a series of compacts have been added to the line which have just been placed on the market.



ANNUAL SALES CONVENTION OF THE VIRGINIA DARE EXTRACT CO. DR. BERNARD H. SMITH, PRESIDENT, FOURTH FROM LEFT SEATED FRONT ROW

Albert Mosheim, former president of the House of Tre-Jur, New York City, resigned recently as president of the company to become its sales manager. Mr. Mosheim who has voluntarily demoted himself from the position of president of the company he owns will divide his time between the sales managers's desk and the field. He states that he is starting a new slogan "Why shouldn't the President do some work?"

"Let's start an endless chain and perhaps this will have some effect on the success of this year's business. If all the presidents, regardless of whether they may be business or government, get down to the job I am sure it will help things along. My hat is in the ring, and you may be assured that I am going to work like I never did before to improve the present happy relations between your organization and ours."

During the week between Christmas and the New Year, Mr. Mosheim held the ninth national convention of his sales force. About thirty sales representatives were present at the business meetings which were held at the offices of the company. At this time Mr. Mosheim took the opportunity to announce to his men his intention of joining them actively in the field during 1931. Following the business meeting a gala party was held at the Hotel Knickerbocker which was attended by all members as well as many friends.

The products of the House of Tre-Jur enjoy a distribution from coast to coast, an adequate sales force covering the entire territory. Besides the distribution of its own products, it acts as the American distributor for Société Cadum, Paris, manufacturer of soaps. In addition to this, Mr. Mosheim has developed last fall a branch which is proving to be a very substantial department of the company, supplying department stores in New York and other cities with cold creams and mouth and skin lotions for sale under their own label.

Mr. Mosheim, in commenting on the prospects for 1931, feels very optimistic. He states that at the present time there are many buyers in New York and they too are optimistic and seem to be very willing to spend money on substantial orders.

A company known as United Holdings, Ltd., has just been formed in London to acquire and hold ordinary shares with special rights of Unilever N. V. deferred shares in Unilever, Ltd., and shares and securities of any company holding any such ordinary or deferred shares, to exercise such voting and other rights as shall be vested in or exercisable by its holding of any such shares in the above-named companies, etc. The nominal capital is £200,500 (\$1,002,500) in 200,000 ordinary shares of £1 each, and one preferred share of £500 (\$2,500). The directors are to be appointed by the subscribers.

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The Los Angeles Soap Company, in accordance with its policy of sharing its profits with its employees, issued a 1930 profit-sharing dividend of \$125,000. This is in excess of the amount shared with the employees last year.

This profit-sharing plan which was originated in 1915 by F. H. McFarrill, president of the company, provides for the distribution of the company earnings each year in excess of normal operating obligations. All employees on the payroll for two years or more have a share in the earnings, on the basis of both service and salary.

Over 60 per cent of the several hundred employees received on December 24th, checks averaging two months' salary. Officers of the company stated that the year 1930 had proven the most successful of the seventy years of the company's operations.

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Benson Storf, president of Storf Laboratories, Inc., New York, returned January 6 from a sixteen day cruise through the West Indies and the Caribbean. Mr. Storf visited his agents in Porto Rico, Panama and Cuba during the course of his trip.

Storf Laboratories has just been appointed agents for the United States and Canada for Chantal soaps, the product of Société de Savone Française, Paris, France.



HOUSE OF TRE-JUR'S SALES CONVENTION. MR. MOSHEIM SHOWN IN FRONT ROW CENTER SEATED

The year 1931 marks the eightieth anniversary of the establishment of W. J. Bush & Co., Ltd. The company was founded in 1851 by William John Bush, and has grown to an international enterprise. Its principal English factories are located at Ash Grove, Hackney, London, and Widnes, Lancashire. The company also owns and operates a peppermint and lavender distillery at Mitcham, Surrey, as well as a citrus fruit establishment at Mili, Messina, Sicily. Branches and depots are maintained at Montreal, Toronto, Winnipeg and Vancouver in Canada, Grasse, France; Johannesburg, South Africa; Melbourne, Sidney and Brisbane, Australia.



THE LATE W. J. BUSH



JAMES M. BUSH

While the Company only claims a consecutive history of 80 years of active business, it really has title to a considerably older birthday, since part of its organization dates back to 1749. William John Bush, the founder, shortly after the organization of W. J. Bush & Co., took over the Mitcham lavender and peppermint distilleries, which were organized in the middle of the 18th century.

The American branch of the house is known as W. J. Bush & Co., Inc. It was established by the late C. Blair Leighton in 1898, and until his death in 1929, he was its active manager. This was by no means

the beginning of the company's activity in the United States, however, since its interests had been handled for many years previous to 1898, by American agents.

On the death of Mr. Leighton in December, 1929, R. Righton Webb succeeded him as secretary and treasurer. Mr. Webb is a grandson of the founder, and a nephew of James M. Bush, head of W. J. Bush & Co., Ltd., and president of the American company.

Offices are located at 370 Seventh ave., New York City. The American plant is situated at Linden, N. J., where the company distills essential oils on a large scale under the supervision of the chief chemist Dr. R. S. Swinton.

W. J. Bush & Co., Inc., has also contributed much to the advancement of the citrus oil industry in the United States. In fact this company is one of the pioneers in the production of lemon and orange oils in California, and has been steadily operating its own factory at National City, Southern California, since 1913.

The Canadian division of the organization is styled W. J. Bush & Co. (Canada) Ltd., principal office being in Montreal, under the direction of Montgomery St. Alphonse.

We congratulate this world-wide organization on the progress that it has made in the last eighty years, and wish for it many years of continued growth.

* * * *

Allied Products, Inc., New York City, has been formed as a holding and manufacturing company for the manufacture of cosmetics and kindred products. Beginning January 2, this company has taken over the purchasing and manufacturing of the California Perfume Company, Inc., New York City.

The directors, officers and stockholders of Allied Products, Inc., are the same as those of the California Perfume Company, Inc., D. H. McConnell, Sr., president; D. H. McConnell, Jr., executive vice-president; W. J. Alley, secretary and treasurer; W. Van Alan Clark, vice-president, in charge of manufacturing and purchasing, and A. B. Henderson, vice-president, in charge of sales.



LINDEN, N. J., PLANT OF W. J. BUSH & Co., INC.

We have received an announcement of the marriage on January 6 of Marie Louise Euzière, to Pierre Rocolle at the Cathedral in Grasse.

The bride is the daughter of Henri Euzière, head of the house of H. Euzière & Co. Mr. Rocolle is a sub-lieutenant in the 18th Battalion of Alpine Chasseurs. We extend our heartiest congratulations and best wishes.

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H. Brinsley Bush, nephew of James M. Bush, who is chairman of W. J. Bush & Co., Ltd., London, and president of W. J. Bush & Co., Inc., New York, sailed on the *Aquitania* January 17th with Mrs. Bush after spending ten months in this country. While here Mr. Bush made his headquarters during the first part of his visit with W. J. Bush & Co., Inc., New York, and later visited the plant of the W. J. Bush Citrus Products Co., Inc., at National City, Calif., where he stayed three months watching the developments of that branch of the company. Mr. Bush reports a satisfactory supply of fruit for oil production this season. He returns to the parent offices in London very much pleased with the results of his trip here.

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A series of three sectional conventions have just been completed by the sales forces of Frederick Stearns & Company, meetings having been held successively in Kansas City, Detroit, and New York City under the general supervision of William E. Bomar, sales manager.

Merchandising and advertising programs for 1931 occupied the sessions, which were topped off by banquets and theater parties in each case.

Speakers with Mr. Bomar at the Detroit sessions on December 29 and 30 included W. H. Herbert, advertising manager, R. E. Hayes and J. E. Haskins, divisional sales managers; and Walter Howell, account executive for George Harrison Phelps, Inc., advertising counsel.

In Kansas City, D. S. McNaughton, western sales manager, assisted Mr. Bomar, as did J. I. Palistrant, New York branch manager, in the New York City meetings.

Sumner W. (Jack) Lothrop, actively identified with the toilet goods field for over fifty years, retired from the Vadsco Sales Co., New York, on January first. His retirement at the age of seventy-three marks a completion of fifty years as a representative of the Djer Kiss line. His contribution to the success of his company was fittingly honored at the annual Vadsco banquet on December 17th at the Hotel Brevoort, New York City. T. J. McHugh, Vadsco president, presented Mr. Lothrop with a beautiful platinum Howard watch, suitably engraved.



SUMNER W. LOTHROP

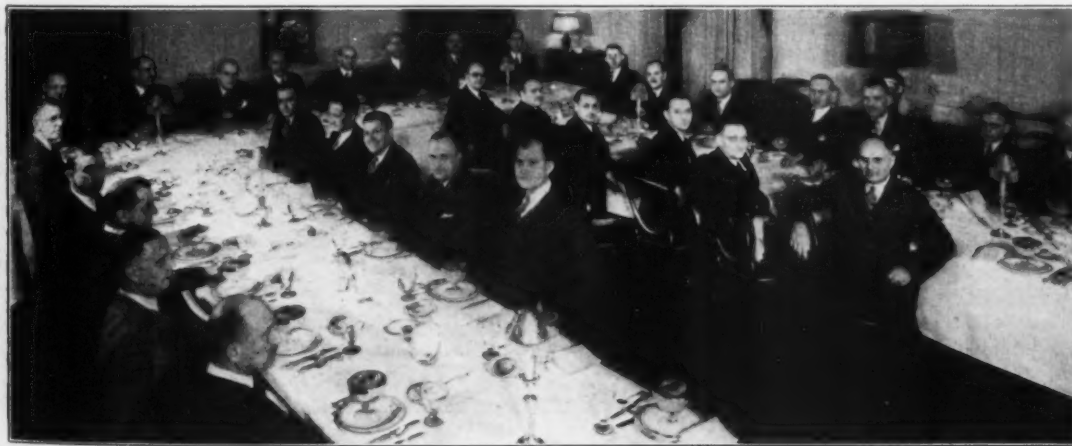
Mr. Lothrop first entered the toilet goods field in Boston with the George C. Goodwin Co. which later became the Eastern Drug Co. He was later identified with Park & Tilford.

During his entire business career Mr. Lothrop had been actively interested in every movement for the benefit of toilet goods salesmen. He was one of the charter members of the Foragers of America, and has been active in that organization's work for over thirty years. Mr. Lothrop resides with his family in Orange, N. J.

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Parfums Francaise, Inc., New York City, has been formed to handle the sales in this country of several French lines of perfumes and toilet requisites. Among the lines already acquired are Isabey and Sari of France. Emile Gutcheon, formerly president of Fioret, Inc., New York City, and who is heading the new company, sailed for France January 22 to negotiate for the agency of the other lines. Arthur Kane, for eight years sales manager of the House of Tre-Jur, is vice-president and sales manager.

The offices of the new company will be at 411 Fifth avenue. Mr. Gutcheon will have charge of production, while Mr. Kane will have charge of sales.



SALES CONVENTION BANQUET IN DETROIT OF FREDERICK STEARNS COMPANY

Fischer's Surfa-Saver, Inc., is the new name recently adopted by the Fischer Soap & Oil Co., Cincinnati. The change was occasioned by the rapid growth in distribution of the company's specialty "Surfa-Saver" a cleaning preparation for automobile and janitorial service. This product and the "Ekonomizer" process for its use, which were developed by the company several years ago, have become its dominant interest and have to some extent supplanted the general line of industrial and technical soaps which comprised the original line.



FACTORY OF FISCHER'S SURFA-SAVER, INC.

The company was organized by Heinrich Fischer, its present head, in 1912 and in 1923 purchased its present plant which is shown in the accompanying photograph.

In addition to its general offices in Cincinnati, branch offices are operated in New York, Boston and Detroit and there are exclusive distributors in Chicago, Indianapolis, Lima, St. Louis, Louisville, Nashville, Tampa, Miami, Raleigh, Richmond, Washington, Pittsburgh, Toledo and numerous other smaller cities.

Under the title of "Through the Looking Glass," the Graphic, well-known London periodical, now publishes regular beauty articles by Miss Florence Wall, American cosmetic authority. She has just concluded a visit to Britain, her parting observation being that far more Englishwomen use too little cosmetic, or the wrong kind, than use too much. She intends to stimulate interest among both masculine and feminine readers of this widely-circulated paper in personal appearance and development of personality.

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Dr. Alfred Weed, entomologist, John Powell & Co., Inc., New York City, has just returned from the convention of the American Association of Economic Entomology held in Cleveland, Ohio, during the week of December 29th to January 2nd. The subject of the paper Dr. Weed presented to the convention was "Problems in the Manufacture of Liquid Household Insecticides of the Petroleum Extract or Pyrethrum Type."

J. H. A. Fink, export manager for the company recently returned from a trip to Cuba. Mr. Fink reports business conditions most favorable and that Cuba presents a most promising market.

* * * *

The accompanying photograph shows the sales staff of McCormick & Co., Baltimore, assembled in front of the administration building of the plant during the recent annual convention. This took place during the week of December 15 and was reported in our December issue but the picture reached us too late for inclusion with the article.

The close of the convention found the sales force enthusiastic over prospects for business in 1931 and ready to return to their work with the determination to surpass last year's excellent record. Seated directly above the "Bee-Brand" sign in the center of the second row are left to right: C. P. McCormick and George M. Armor, vice-presidents, Willoughby M. McCormick, founder and president, and R. A. McCormick, vice-president.



SALES STAFF OF MCCORMICK & CO., IN FRONT OF MCCORMICK & CO., BALTIMORE

Lautier Fils, the New York branch of the Grasse house of the same name, has been incorporated under the name Lautier Fils, Inc. Established here in 1922, this company has made steady progress under the direction of C. H. Bourguet, American manager ever since that time. Mr. Bourguet now becomes vice-president of the corporation and will continue to direct the American end of the business.

François Morel, head of the house of Lautier Fils, Grasse, is president of the American company. Paul Morel is treasurer, and Richard G. Rast who has been connected with the American company for some time is secretary.

The company recently moved to more convenient quarters at 78-80 Beekman street where greatly improved facilities are available for handling its growing business in floral products. To handle the Pacific Coast business George H. Martin & Co., 149 California street, San Francisco, with branch at 366 Avery street, Los Angeles, has been appointed. No change in policy or management is involved in the incorporation.

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The fire which swept the plant of the Quaker Soap Company, Secaucus, January 12th threw twenty-five people out of work and did damage amounting to several thousand dollars. The plant was housed in a two-story frame structure and the fire started from a short circuit in the laboratory on the top floor, it is believed.

Fortunately, at the time of the fire, 7:30 o'clock in the morning, no employees were in the building. The building was gutted, part of the roof destroyed and all of the records of the company burned.

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Abonita Co., Inc., Chicago, has just celebrated its twenty-fifth anniversary. The company was founded in 1905 by Dr. V. S. Hollingsworth of Chicago. It

name of United Laboratories, Inc., and in 1915 the name was changed to the present style, Abonita Co., Inc.

Associated with Dr. Hollingsworth since 1917 is S. Bigelow Haley, who for many years held the position of vice-president and secretary and upon Dr. Hollingsworth's resignation as president and treasurer on December 31, 1930 became the head of the organization. Dr. Hollingsworth remains as a director and adviser. Mr. Haley has been associated with the toilet goods business since 1889 and has traveled extensively visiting the trade throughout the United States. He has been virtually in control of the activities of the company during the last two years and it is largely due to his energy and initiative that Abonita products have become so well known throughout the country and abroad.

George J. Purck, chief chemist, has been associated with Abonita since 1913 and he is responsible for many of the company's most successful creations. He succeeds Mr. Haley as vice-president and secretary. Among the first products manufactured by Dr. Hollingsworth were compact powder and rouges. After considerable experimental work on these products, the method of machine-pressing was discarded in favor of hand-pressing, as being in his opinion the better method to produce an article suited to the needs of his customers. As the line developed other products were added including face and rouge powders, lipsticks, cream rouge, eye shadow, eyebrow pencils and many others.

One of the most important of the company's specialties is its "Tap-It-Pac" loose powder discs which enjoy a widespread distribution both in this country and abroad.

Mr. Haley, as the head of the company, is greatly pleased with the progress which the organization has made in the past, and attributes this satisfactory record to the efficiency and loyalty of every member of the organization. He advises us that the new



DR. V. S. HOLLINGSWORTH



S. BIGELOW HALEY



GEORGE J. PURCK

was organized originally for the manufacture of private brand toilet preparations and from this it has grown consistently, not only adding new products to its line but always keeping abreast of the times in the installation of new machinery and methods. After eight years the business was incorporated under the

officers contemplate no change in the policies which have been so successful in building up the company's business.

We are pleased to record the success of Abonita Co. in its chosen field, and to extend our hearty congratulations on its twenty-fifth anniversary.

Luis de Hoyos, manager of The Synfleur Scientific Laboratories, Inc., Monticello, New York, has just returned from an extended business trip through Tennessee, Georgia, and other southern states. Notwithstanding general depression which he terms greatly psychological excepting for the low price of cotton, he states that business conditions are quite satisfactory and in many instances firms will show an increased volume of business and profits.

Mr. de Hoyos reports the appointment of Dr. Warren M. Curry as their representative in Tennessee, Florida and Georgia excepting in Atlanta where Dr. H. D. Waugh, a well-known research manufacturing chemist, will handle the Synfleur materials.

The appointment of representatives is a notable change in the Synfleur policy. However, Mr. de Hoyos states that only men scientifically trained will be entrusted to handle their line. For a period of about 43 years The Synfleur Scientific Laboratories, Inc., have done business with the manufacturing trade direct.

Dr. Alois von Isakovics, an internationally known scientist whose works on essential oils and synthetic perfumes and flavoring materials will be found in almost every college and public library in the world, founded The Synfleur Scientific Laboratories, Inc., in



DR. H. D. WAUGH



DR. AND MRS. WARREN A. CURRY

1889. The entire interests of the firm remain and have always been in the von Isakovics family. The firm is operated by the widow, Alois von Isakovics, son of the founder, and Luis de Hoyos, son-in-law. The conservative business principles laid down by Dr. von Isakovics and always followed by his family have always been most favorably commented upon by the trade.

Bourjois, Inc., New York City, have declared a special dividend of twenty-five cents on the common stock, the first payment to be made since 1929. The company's earnings for the first ten months of 1930 exceeded those for the corresponding period of 1929.

Another type of bottle closure, du Pont cellulose caps and bands, has been added to the closure line of the Armstrong Cork Company, Lancaster, Pa. Effective January 1, 1931, the Armstrong Cork Company will take over the distribution of these caps and bands in all of the United States with the exception of the states of New York, part of New Jersey, California, Oregon, Washington, Nevada, Colorado, Utah and Arizona.

There are two types of these caps; one of them is transparent and the other opaque. Both types are offered in a wide range of colors. The cellulose bands are more or less a new development and have possibilities for wide usage. These bands are made and used in practically the same way as the caps with the exception that they are applied over only the side of the screw type closures with which they are employed.

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Sewell H. Corkran has just been appointed New York representative of the E. N. Rowell Co., Batavia, N. Y., for their machine made boxes, succeeding the late Thomas Moore who passed away January 8th after a brief illness. The new offices of the Company will now be at 30 East 42nd street.



SEWELL H. CORKRAN

Mr. Corkran is well and favorably known throughout the industry. During the past twelve years he has represented A. H. Wirz Inc. of Chester, Pa., on their collapsible tubes and sprinkler tops. He is also sales representative for the Majestic Metal Specialties, Inc., New York City, makers of vanity cases, and handles in addition Young Brothers' hand made boxes, of Providence, R. I.

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The annual executive and sales convention of S. B. Penick & Co., New York City, was held at the Hotel Pennsylvania, December 18 to 20. Luncheon each day was served at the hotel and on Thursday evening a banquet and theatre party was arranged for members of the organization and many of their guests by S. B. Penick, president, and Mrs. Penick.

Besides the executives and department heads, sales representatives in attendance included C. M. Black, Chicago; George S. Mackay, Detroit; H. W. Mitchell, Montreal; B. H. Westcott, Buffalo; T. B. Dysart, Asheville, N. C.; H. R. Laist, San Francisco; William Bodebender, New Orleans; James D. Rockafellow, San Antonio, and also the foreign representatives.

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The Newbro Manufacturing Company, Atlanta, manufacturer of a line of cosmetics, has appointed Gottschaldt-Humphrey, Inc., advertising agency of that city, to direct its advertising account. Newspapers in various markets throughout the country will be used.

More than 725 employees of the W. T. Rawleigh Co., Freeport, Ill., shared in bonus checks aggregating nearly \$90,000 at the close of the year. Every employee who had been with the company two years or more received a check and since the plan was instituted in 1920 more than a half million dollars have been disbursed by the company to its workers. W. T. Rawleigh, president, in a statement to employees said that the company's business during 1930 was greater than in 1929 and that plans now under way would necessitate the addition of more workers in 1931. The management is also studying the question of shorter working hours and stepping up production by more efficient methods.

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The annual sales convention of the Lockwood Brackett Co., Boston, assumed added meaning this year since it celebrated the 125th anniversary of Laco products. Salesmen and executives from all parts of the country gathered at the company's headquarters late in December for this event and were rewarded by several days of constructive and enthusiastic work looking to a broadening of sales effort and an increase in business during 1931. They departed enthusiastic over the prospects for growing business and especially over the new items in the Laco line which were introduced at the meeting.

T. R. Lockwood, president, presided over the sessions and descriptions of the new products including sterilized baby powder and liquid shampoo were given by R. W. Mitchell, chief chemist.

Several new merchandising ideas were introduced at the meeting including the "Laco 125th Anniversary Offer," a unit package consisting of three cakes of castile soap and a can of "Laco" sterilized baby powder. A new all metal container for the powder was also displayed for the first time.

The company is to be congratulated upon its convention and upon its anniversary and we wish for it many more years of continued progress.

A. Maschmeijer, Jr., Inc., American branch of the Holland company bearing the same name, has materially expanded its office facilities and is now occupying practically the entire fifth floor of the Gibbs building at 66 West Broadway, New York City. The additional space which has been taken more than doubles the facilities for serving its numerous customers. The



JULES O. VOLLBEHR

increase in space not only facilitates the office affairs of the company but will enable it to handle shipments, etc., to much better advantage than formerly. Also a separate unit has been added to be used as the flavor department.

The American business of the company remains under the direction of Jules O. Vollbehr, vice-president and treasurer. A. Maschmeijer, Jr., is president. The parent

firm was established in 1899 and has made rapid progress both in Europe and in America. New products are constantly being added to its line necessitating the enlargement of its Amsterdam plant. The following are some of its principal specialties: artificial musks (ambrette, ketone and xylol) hydroxycitronellal, citronellol, geraniol, rhodinol, cinnamic alcohol, phenylethyl alcohol, artificial violets, aldehydes and many other products.

Mr. Vollbehr has advised us that Mr. Maschmeijer expects to visit the United States in the Spring to renew his acquaintance with his many friends here.

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Lennen & Mitchell, Inc., New York, advertising agency, has been appointed to handle the advertising for all Woodbury toilet preparations.



ANNUAL SALES CONVENTION DINNER OF THE LOCKWOOD BRACKETT CO.

The regular quarterly meeting of the members of The College of Pharmacy of the City of New York, Columbia University, was held in the lecture hall of the college the evening of January 20. Among the speakers was Dr. Curt P. Wimmer who as chairman of the legislative committee of the New York State Pharmaceutical Association, outlined proposals for legislation to be recommended by that body.

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Robert C. Kelly, for the past two years advertising manager of John Powell & Co., Inc., New York has just been made vice-president of the Company. Mr. Kelly is admirably fitted for his new executive duties and has a well rounded experience in merchandising and sales.

A graduate of Saint Xavier College, Cincinnati, with a B. A. degree, Mr. Kelly also has the distinction of having served fifteen months overseas as a first lieutenant in the field artillery of the U. S. Army. His first executive position was with the Bliss Medical Co. of Washington, D. C., where he was advertising manager for seven years. Later he became associated with the Haynes Publications in New York, specializing in the chemical and allied fields. In 1923 Mr. Kelly married Miss Jean de Boo of Saint John, New Brunswick, Canada.

We join with his many friends in the industry in wishing Mr. Kelly continued success.

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Aluminum Seal Co., of Pittsburgh, Pennsylvania, advises of the election of John E. Sharp as vice-president and general manager in charge of production and sales. Sales contact and service facilities will continue to be maintained through Aluminum Company of America sales offices in principal cities.

Mr. Sharp has been identified with glass and glass packing since 1912, initially through his connection with Owens Bottle Co., where as a designing engineer he was directly concerned in the development of the first large bottle making machines. Mr. Sharp entered the Aluminum Seal Co. organization in 1915 as factory superintendent and since that time has been engaged largely in sales and production work. Of the many improvements and innovations developed under his guidance the most notable perhaps has been a machine that automatically applies a threaded finish to an aluminum seal in the process of capping.

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Parke, Davis & Co., Detroit, held a divisional sales meeting for Chicago and Minneapolis territories in Chicago the first week in January. Several of the company's officials were included in the list of speakers and some important announcements regarding sales and advertising plans were made, notably of an increase in trade and newspaper advertising and more extensive radio advertising in which Dr. Ruth Wadsworth of New York, specialist on child hygiene will be heard.

The soap factory of James S. Kirk & Co., formerly soap manufacturers of Chicago, has been demolished. The Procter & Gamble Company, Cincinnati, who on June 4th last announced the acquisition of the assets of the above company, will erect a 14-story building on the site. Until the completion of this unit manufacturing activities have been shifted to the Chicago plant of Procter & Gamble.

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William Macmillan, for many years well known to the manufacturing trade in the Dominion of Canada, and for the last few years connected with the essential oil trade in Chicago and Mid-Western territory, has joined the sales force of the Norda Essential Oil and Chemical Co., Inc., now located in new and commodious quarters at 325 West Huron street. Mr. Macmillan's pleasing personality and large acquaintance will bring about a mutual and increased co-operation between Norda and himself.

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C. D. Barradale, advertising manager and Walter H. Hoyt, sales manager, have resigned their connections with the Mennen Co., Newark, N. J.

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Offices of Primrose House, New York, manufacturers of toilet preparations will be moved about February 1 to 400 Madison avenue, where the company has taken the entire nineteenth floor. The Primrose House salon will remain at 595 Fifth avenue and the laboratory at 16 Cooper Square as heretofore. A description of the new offices will appear in a later issue.

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Polaks Frutal Works, Inc., New York City, held an informal reception at the New York offices during the Christmas week for its chief field representatives. Those present are shown in the accompanying illustration. Standing from left to right are Dr. Eugene



SALES STAFF OF POLAKS FRUTAL WORKS

Friedman, Chicago; C. Wennen, Midwest territory; Daniel Duim, southern territory; and Frank A. Lavelle, New York. Sitting are John ter Veer, secretary and Erik Vles, treasurer. During the week round table discussions on business were held and plans for the coming year, which include the introduction of a number of new products for the perfumery trade, were made.

Dr. E. G. Thomssen, director of research of the J. R. Watkins Co., Winona, Minn., has recently been a visitor to New York. Accompanying him was Mrs. Thomssen. Mr. Thomssen comes to the East at this time to visit the company's Newark plant to arrange for an increase in production.

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B. E. Levy, chairman of the Board of Coty, Inc., New York, returned to France on the *Ile de France*, December 12th, after a few weeks' visit here. Although Mr. Levy has been making his headquarters in Paris he visits the American Company at frequent intervals to keep in close touch with the development of the business in this country.

Executive officers, heads of all departments and members of the sales organizations of the Reich-Ash Corporation and its subsidiaries the Silvercraft Specialty Co., the Antique Novelty Box Co. and the Greene Metal Novelty Co. and their wives gathered at Saltzman's, New York City, on the evening of December 29 for their annual banquet.

The affair opened with the assembly singing the national anthem just after Sidney Ash, founder and active head of all of the affiliated companies entered with Supreme Court Justice Mitchell May. Others at the dias were Nathan D. Leiman, A. Pelterson, Mitchell May Jr., Judge J. Charles Zimmerman, Emanuel Ash, J. B. H. Ash, Stephen Ash, Alonzo Quackenbush, Dr. Irving Gray, Joseph Frank and Monroe Loeb who acted as toastmaster. After all were seated a bouquet of flowers was presented on behalf of the women of the organization to Mrs. Sidney Ash.

Emanuel Ash, assistant treasurer and member of the executive board, pointed out that the gathering was significant because the depression had failed to shake the position of the company. To the sales and factory staffs he expressed gratitude for faithful work; and to his father, Sidney Ash, he paid an eloquent tribute for his leadership in piloting the organization through a year of danger. For the coming year he predicted progress and to all he extended wishes for happiness, prosperity and good health.

The 274 companies engaged wholly or principally in the manufacture of soap employed 14,050 workers in 1929 as compared to 13,432 in 1927, an increase of 4.6 per cent. The total payroll for 1929 was \$18,620,690.

Employment in soap factories has been favorably influenced throughout the present business situation by plans such as that of the Procter & Gamble Company, Cincinnati, which guarantees its workers 48 weeks of work per year, industrial relations experts point out.

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Miss Helen Mulderrig of Primrose House, Inc., New York, will spend the month of February on a well earned vacation. Miss Mulderrig plans to travel for three weeks of the time.

The speech of Justice Mitchell May, who was next called on, came from the heart; gave a fairly accurate picture of the man who is the soul of the organization. Nathan Leiman, counsel, sketched the development of the company since 1912. Other speakers were Judge J. Charles Zimmerman, Dr. Irving Gray, Mitchell May Jr., and secretary J. B. H. Ash who was presented with a pair of miniature boxing gloves by the sales force. A telegram from Earl F. Copp was read and Irving H. Applebaum presented a beautiful electric clock to Sidney Ash, on which was engraved "To Sidney Ash—a token of esteem, presented by the executives, sales force and office staff, December, 1930."

Sidney Ash in expressing his appreciation for the gift paid tribute to the loyalty of the organization. As an instance Mr. Ash cited the fire in the factory on August 18th at the beginning of the season. A new plant with new equipment was in full operation on August 21.

Mr. Ash then discussed the business outlook. Employment generally is better; and, very pointedly, Mr. Ash promised continued employment to the members of his companies regardless of conditions. He then thanked the organization for their loyal support and bespoke for all prosperity and good times in the coming year.

Short speeches were also made by Sidney Ash, Emanuel Ash and Monroe Loeb.



ANNUAL BANQUET OF THE REICH-ASH CORP.

L. G. Lange, president of the Standard Insulation Co., Inc., East Rutherford, N. J. is spending his usual winter vacation in Florida. Mr. Lange founded his company twelve years ago, specializing in liners suitable for all types of closures. His research along these lines is already well known to the trade, and has contributed much to the success of his business. A modern up to date plant at East Rutherford, N. J. just fifteen minutes drive from the New York Ferry, houses the general offices of the firm. A. Gervens is sales manager of the company. National representation is established in all principal cities.

The company's newest product is announced in the advertising section of this issue.

* * * *

Wm. G. Kendall, well-known inventor with offices at 118-120 Market street, Newark, N. J., has just completed eighteen successful years at that address.

This month marks a double anniversary for Mr. Kendall, as it is just twenty-three years ago that he established himself, specializing in the toilet goods field. Today he holds patents on over one hundred inventions, all relating to the cosmetic industry. The Scientific American and other periodicals feature his work, and a well known text book on patents and inventions cites his success.

Interested in many movements for Civic improvement, Mr. Kendall also finds time for active participation in his favorite sport, baseball. He has recently been re-elected a director of the National Exhibition Company, owners of the famous New York Giants.



©B.S.S.

WM. G. KENDALL

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Alonzo I. Quackenbush has assumed his new duties as general manager of the Consolidated Safety Pin Co., Bloomfield, N. J., succeeding Earl Copp who has been made general manager of the Waterbury Manufacturing Co., Waterbury, Conn., another of the subsidiaries of the Chase companies.

Following his graduation from Columbia University with the degree of C. E., Mr. Quackenbush enlisted in the 303 Division of Engineers, A.E.F., and saw overseas service in Flanders, being wounded at St. Mihiel. In 1919 he joined the Consolidated Safety Pin Co. as assistant production manager. Later he was production manager, factory superintendent and sales promotion manager, holding the last position until his appointment as general manager.

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The Kent Brush Sales Corporation, New York, have placed their advertising account with Lampert & Feasley Agency, New York. The new campaign which will be released soon will cover J. & E. Atkinson perfumes of London and Kent's British Brushes. The Kent Brush Corporation have been representing the Atkinson line in this country for the past seven months.

A unique feature of the Philadelphia district sales convention of the Procter & Gamble Company, Cincinnati, held the first week in January at the Bellevue-Stratford Hotel was the presentation of Colonel William Cooper Procter, chairman of the Board of Directors and Richard R. Deupree, president and general manager to the men through the medium of talking pictures. In their messages the outline of the company's sales and advertising plans for 1931 were described.

Colonel Procter's message to those at the convention contained references to the company's plan of labor stabilization and sounded a note of optimism for the return of normal economic conditions. He said in part:

"The unemployment problem is one that is absorbing the attention of the world, especially of countries like the United States, where great economic advances have been made within the last few years.

"There will, of course, always be some people unemployed for varying periods so long as the nature and intensity of consumer demand change and while new methods of production of certain commodities to satisfy those demands are being adopted, but I am convinced that the ill effects of irregular work can be materially lessened if all employers will study and analyze their markets in such a way as to avoid unnecessary expansion at one time and consequent contraction at another time.

"I know that you will do all you can to maintain the standard which we have set for ourselves—fair dealing with the trade and public in our products, fair dealing with those who work with us."

Speaking of the present economic situation and the business outlook for 1931, Colonel Procter said, "There is no promise of anything in the nature of a 'boom' condition. We can, however, look forward to a gradual approach to normal business, which should be attained some time during 1931. The revival of business should not and cannot be forced; it must come about naturally.

"Business leaders and the press can co-operate in restoring and maintaining sound conditions by stressing the importance of having the knowledge and the facts concerning economic conditions. Such knowledge would suggest that at present every large user of raw materials should examine his prospective need for these materials and his financial position for the purpose of determining whether or not he should supply this need to some extent while the present unusually low prices prevail."

Simultaneously in many other cities throughout the United States and Canada similar meetings were held.

* * * *

Miss Edna Colladay Pierce, formerly supervisor of retail sales promotion for Lenthéric, Inc., New York City, is now director of merchandising and sales promotion for Gabilla, Inc., New York.

Miss Pierce has a host of friends in the cosmetic field which she won while handling toiletries accounts with various advertising agencies and also in her work with Lenthéric. The greater part of her time will be devoted to directing contact with toiletries retail departments in a merchandising capacity.

* * * *

Flora Aromatics Co., has advised us that the telephone number at its new offices at 920 Broadway, New York City, is ALgonquin 4-7645.

Informal gayety marked the annual Christmas party of the organization of the Du Frank Corporation at Trommer's Hall, Brooklyn, N. Y., on the evening of December 27th. The affair was given, as in the nine previous occasions, by Joseph Franks, president and founder of the corporation, and was attended by 150.

As members of the organization and their guests gathered at the hall early in the evening they were greeted by Mr. Franks and his chief assistants. Dancing was then enjoyed for an hour to the strains of pop-

Duberstein, one of the founders of the Company, who was the next speaker, also paid a warm tribute to Mr. Franks for his enterprise and for the spirit of loyalty he has inspired among his associates.

Franks was then called upon and spoke very briefly, thanking the members of the organization for their support and for their loyalty and sketched a bright outlook for the coming year. Subsequent speakers paid tribute to Mr. Franks as an organizer and to the loyalty of the employees.

Christmas gifts were distributed to all of his employees, and distribution being accompanied by almost continual applause and much merrymaking.

Louis Brodner in charge of sales who is well known in the metropolitan territory, assisted in arranging the affair and in greeting the guests among whom were men prominent in the trade.

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Twenty-four leading British manufacturing concerns have announced that they will not supply goods to any firm that continues to give them to the public in exchange for gift coupons. These firms include Coty, Ltd., Houbigant, Ltd., J. & E. Atkinson, Ltd., and the proprietors of "4711" Eau de Cologne. The secretary of the Incorporated Association of Retail Distributors, which has been actively campaigning against the coupon system, declared recently: "The coupon gift scheme will gradually die out. It has become a danger to the retail trade. Retailers consider it to be a pernicious form of advertising, which tends to create a demand for the gift rather than for the article it is intended to sell. It goes, moreover, to the root of the whole competitive system in that the public is induced to buy an article not on its merits or quality but solely on the value of the gifts. This is definitely unsound and uneconomic."

The National Chamber of Trade, which has 360 local associations affiliated to it in Britain, with an aggregate membership of about 100,000, is strongly opposed to all forms of coupon gift schemes. On this subject the chamber has shown perhaps a greater unanimity than on almost any other matter.



JOSEPH FRANKS



LOUIS BRODNER

ular melodies played by the Cottonland Serenaders especially engaged for the occasion, after which the annual banquet was enjoyed.

Judge Louis Friedel acted as toastmaster. At his right on the dais was Joseph Franks, and at his left was Louis Brodner. Other guests included Mr. and Mrs. Benjamin Duberstein, Motor Vehicle Commissioner Charles Harnett, Henry J. Zittel, Capt. and Mrs. Daniel Lynx, Police Inspector and Mrs. George Hearle, Arthur Mayer, Charles H. Hoehlein, Mr. and Mrs. Robert Holiber, and Marcus Franks, attorney for the company.

A feature of the affair was the entertainment under the direction of Larry McMahon with his Rockwell Terrace merrymakers who included the Misses Nellie Durkin, Sylvia Hauley and Roselyn Fields.

After the feast Judge Friedel, the toastmaster, a boyhood friend of Mr. Franks, commended Mr. Franks for his generosity to the organization; and Benjamin



ANNUAL CHRISTMAS PARTY OF THE DU FRANK CORPORATION

Art Tube Company, Irvington, N. J., has completed the installation of new machinery and has otherwise increased its production and shipping facilities to enable it to handle a substantial increase in business this year. Frederick Rentschler, president and George Du Boff, vice-president and sales manager, who have been in active charge of the company, report that the volume of business of the concern increased forty per cent in 1930 over the previous year.

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Salesmen and executives of the Lehn & Fink Products Co., New York, met during the week of December 15 to go over plans for the coming year. A series of meetings, a visit to the plant at Bloomfield, N. J., and a theatre party were features of the convention over which Edward Plaut, president, presided. The consensus was that 1931 would see an improvement in general business which would be reflected in sales of the company's products.

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The New York Stock Exchange has authorized the listing of 50,000 additional shares of American Solvents & Chemical Corp., the proceeds of which will be used to improve the company's position with reference to its contracts for molasses.

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L. W. Williams, plant superintendent of Helfrich Laboratories, Chicago, is spending a three weeks vacation in Florida.

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Jean Patou, Inc., New York, American importing company for perfumes of Patou of Paris, has appointed the New York office of Albert Frank & Company, advertising agency, to direct its advertising in the United States and Canada.

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The Anchor Cap & Closure Corporation, Long Island City, N. Y., has appointed James F. Newcomb & Company, Inc., New York advertising agency, to handle its direct-mail and business paper advertising.

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Mary Nolan is the name of a new line of cosmetics, with offices at 551 Fifth avenue, New York City. J. C. Nolan, for the past six and a half years with Louis Philippe, Inc., is the proprietor of the business.

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Bert Stamler, formerly with Parfumerie St. Denis, and at one time with Henry L. Hughes Co., is now associated with the Vadsco Sales Corp., New York. He will cover the department stores and chain drug stores in Brooklyn and Manhattan, succeeding Sumner "Jack" Lothrop who has retired.

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Edmund Fougere, formerly chemist for Darnee, Inc., and more recently connected with the Walgreen Co. of Chicago, is now with R. H. Macy & Co., Laboratories, where he has charge of research and production.

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Stockholders of the Will & Baumer Candle Co., have authorized an increase in the common stock from 100,000 shares to 150,000 shares.

Procter & Gamble Co., Cincinnati, and subsidiaries report for the six months ended December 31, net earnings of \$12,194,732 after charges for depreciation, taxes and advertising, compared with \$10,811,000 for preceding six months, an increase of almost 13 per cent.

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We are pleased to report that Rudolph S. Schenk, superintendent of the Sun Tube Corp., Hillside, N. J., has recovered and is back on the job again after an illness of several months.

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The Food Materials Corp., Chicago, manufacturers of flavors and other food products, has advised us of a change of address from 220 N. DesPlaines street to 3450 West Lake Street.

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The initial announcement of The Sparhawk Company, Sparkill, N. Y., is of interest to a large circle of friends of Chas. V. Sparhawk in the trade. Mr. Sparhawk was formerly head of his own company in Newark, N. J., and the new organization is equipped to handle a line of consumers needs, since his knowledge and long experience in the essential oil field has fitted him to understand the requirements of the perfumery industry.

* * * *

Thomas H. Moore, New York representative for the E. N. Rowell Co., Batavia, N. Y., died at the age of twenty-nine years, January 8 in St. Johns hospital, Yonkers, following a week's illness. He returned from a vacation trip to the Isle of Wight, Nice, Paris and Grasse December 12 seemingly much improved in health, but contracted a severe cold which developed into pneumonia from which he died.

Practically the whole of Mr. Moore's business experience was in the supply field; for in 1923 he joined the organization of Bristol-Smith, Inc., devoting his time to the account of the E. N. Rowell Co. one of the principals of Bristol-Smith, Inc. When the latter organization was liquidated in 1930, Mr. Moore became representative for the E. N. Rowell Co. maintaining offices at 41 Park Row, New York City.

Mr. Moore is survived by his mother, Mrs. Anne Moore, a brother, Harriman Moore and a sister Mrs. Helen Moore Earle. The funeral service was conducted at the home of his sister by the Rev. W. Keeler of the First Presbyterian Church of Yonkers, of which Mr. Moore was a member; and interment was made in Mt. Hope cemetery.

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Val H. Schmitz has joined the executive staff of Stanco, Inc., New York City. Mr. Schmitz was formerly connected with McCann-Erickson, Inc., advertising agents of New York, as an account executive serving the Stanco advertising account. Previously he was with the Liberty Yeast Corp.

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The Sani-giene Corporation, Ltd., Los Angeles, maker of Fragrant Spray shower attachments, a device for combining bath salts with showers, has appointed Bruce Daniels, Advertising, of that city, to direct an advertising campaign using national magazines.

Another toilet goods house which has recently adopted the radio as an advertising medium is Dorothy Gray, New York, whose programs are on the air through the National Broadcasting Co., Friday mornings at 10 o'clock.

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The annual sales convention of Coty, Inc., New York, was held at the main offices the last week in January with J. P. Scanlan, vice-president, presiding. Mr. Scanlan outlined plans for the coming year and other officials of the company also spoke. The sales force returned to their tasks after the first of the year enthusiastic and optimistic over the prospects for the coming year's business.

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As a means of acquainting its stockholders with the versatility of its line and of facilitating their Christmas shopping, Colgate-Palmolive-Peet Co., Chicago, this year devised a special combination package of 11 items which it offered to its stockholders during the holiday season at a considerable price concession.

* * * *

English hostesses are now paying more attention to providing guests with beauty aids. The perfect guest, it is realized, arrives with the least possible luggage. More than likely this will mean that something essential has been crowded out. These things will happen. The thoughtful hostess, therefore, who provides toilet aids will thus give an up-to-date touch to her hospitality and be blessed by her guest as well.

The guest rooms of one well-known hostess are furnished with two bowls—one for rouge and the other for powder. Tubes of cream of various sorts—vanishing, cleansing, and skin food—are also provided. Pure white cotton batting, pulled out into small pieces instead of cutting (as then it is lighter and softer to the touch) is another item of the guest-room beauty stock, while a few pieces of lint, about four inches square, folded up and tucked away in a covered bowl, serve as useful face-cloths. Lipsticks (both a colorless as well as a colored one) are provided, too, and a back puff is still another boon. The needs of hands are not overlooked, a bottle of glycerine and rosewater being available for their use.

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The first Roman tradesman in London of whom we have ever heard is Lucius Julius Senis, a vendor of face cream. Lucius advertised his toilet specialties by stamping his name on his jars, which he imported from Gaul.

This slender link with the distant past, which nevertheless makes Roman London so much more real to the present generation, has just been established through the discovery during excavations at Moorgate of the fragment of a pot of red Samian ware, bearing part of an inscription—which was Lucius's advertisement. Another fragment of a black pot, also with an inscription, which has been found, gives the name of a second tradesman—either living in or during business in London. He also dealt in preparations. By a coincidence the scanty data given in each case supplements still scantier information concerning these two tradesmen contained in inscriptions on fragments previously discovered.

The discoveries are due primarily to a City Corporation official, Quintin Waddington, who is attached to Guildhall Museum, and who fulfills the duty of watching all excavations. The discovery at Moorgate was nothing in itself, for there are many hundreds of such fragments. It was the base of a little bowl, perhaps when perfect four inches in diameter. Such bases are often stamped in the middle with the potter's name. This fragment, however bears no name of its maker, but instead there is an inscription in two lines, which runs:

LIVLSENISCR
OCODADASPR.

There might not seem to be much in that, but Mr. Waddington expands the contracted Latin into the following: "Lucii Julii Senis crocodes as aspritudinem." This in English reads: "Lucius Julius Senis's saffron salve for roughness (of the eyes or eyelids)."

That, too, might not convey much had not Lucius been heard of before. The British Museum has a fragment of a precisely similar pot, also recovered from city soil, but many years ago, and it bears precisely the same inscription, which after the contracted words have been separated is this: "L. Iul. Senis Crocod. Ad Espr."

It was a possibility that Lucius was a patient receiving treatment, but from the repetition of the same inscription now unearthed it pretty plainly follows that he was a Roman trader of London, who used this stamp to advertise his wares. Lucius's cream was evidently a specialty. The discovery shows how very much like ourselves were the people of eighteen centuries ago. A similar system of advertisement is employed today by the makers of creams, ointments, and other preparations sold in jars. Lucius was a druggist of Londinium. He must have imported his wares from Gaul, for Samian ware was not manufactured in Britain.

Mr. Waddington's second discovery also is a stamp on a not unlike fragment of a pot, this time of black ware. It is the one word "Vindaci," and it overlaps and partly obliterates another stamp. The name Vindacius is unusual. Here it is thought that another Roman tradesman living in London, or doing business with London, has been traced, for about 70 years ago there was found at Kentchester a thin square slab of stone, each of the four edges of which was engraved as a seal for marking the packets of one of four different preparations, put up and sold by a druggist whose name was "T. Vindacius Ariovistus." A prosperous trader of Roman London might well have sent his ointments as far afield as Kentchester, near Hereford, when the Pax Romana was well established.

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Pfaunder Co., Rochester, N. Y., was one of the exhibitors at the Hotel Stevens, Chicago during the week of January 24. The company was represented by P. S. Barnes, H. S. Calvert, W. D. Pheteplice and George Kroha.

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Frederick Spitalny, president of Superior Products, Corp., New York City, has taken over the additional duties of sales manager. The New York offices of the company have been moved to 347 Fifth avenue.

Chicago Trade Notes

ABOUT 250 members, representing the officialdom in the Drug and Chemical industries, put aside their business cares and worries, on the evening of December 18th, to feast and "make whoopee," at the 28th annual Christmas banquet of the Chicago Drug and Chemical Association, held in the Stevens Hotel. Following the custom established last year, the party was for members only, and practically every member of the Association arrived on the scene early, prepared for a joyous time. The festivities started promptly at 6.30 with the members adorned in novelty hats of every color and description, seated around tables in groups of eight.

The hard working entertainment and banquet committee, who have labored diligently for many weeks, perfecting their arrangements, gave early evidence of their activity and thoughtfulness, by providing a most excellent dinner, which included a delicious Vermont turkey for every table. That meant that each table selected its own host, who in addition to demonstrating his proficiency in the art of carving, was the target for many good natured gibes. Judging from the way the "Eats" gradually disappeared from the tables, it was very evident, that many a chemical man had foregone luncheon during the week, in order to stow up such a wonderful appetite. After the cigars were lighted, the crowd settled back, to enjoy the most elaborate entertainment ever attempted by the association, and when we say elaborate, we certainly mean elaborate—and HOW! Certainly the entertainment and banquet committee must have some inside drag with Leo Nadel, the theatrical booking agent, to be able to secure the services of such high class talent as was displayed by the orchestra and the 10 very clever and original amusement presentations.

Amid the continuous bursting of toy balloons, the blowing of horns, and the din made by the tin rattles and other noise producers, the congenial throng endeavored to contribute its share toward the amusement. It would be difficult to ascertain who received the biggest kick out of the entertainment, whether it was the members or the performers themselves but from the profuse applause, laughter and broad smiles from every corner of the banquet hall, it was one grand and glorious evening for everyone.

As a fitting climax, every member received the customary well filled souvenir bag containing a most liberal assortment of proprietary products which were donated to the association by the manufacturing members and their many friends. The entertainment and banquet committees well earned the unanimous vote of thanks which was extended to them for their painstaking efforts in making the banquet the huge success which it was and their ears must have fairly burned listening to the many congratulations which were showered upon them throughout the evening.

These committees consisted of the following members: Wm. O'Neil, chairman, Emerson Drug Co.; O. M. Krembs, vice-chairman, Ottmar M. Krembs & Co.; C. Christianson, Chas. Pfizer & Co.; Chas. Curtis, Wilson Laboratories; E. L. Drach, Abbott Laboratories; Wm. B. Erb, Kimble Glass Co.; E. P. Gibney, Bayer Co.; H. D. Hopp, Owen-Illinois Glass Co.; H. E. Lancaster, Marshall Field & Co.; L. A. Lanigan, McKesson-Fuller-

Morrison Co.; Wm. Loewenstein, Bauer & Black; O. H. Raschke, Victor Chemical Co.; Joseph P. Sullivan, Grasselli Chemical Co.; J. A. Gauer, Fritzsche Bros.; F. L. McCartney, Norwich Pharmacal Co.; A. E. Stepan, Roessler & Hasslacher Chemical Co.

Following the custom established several years ago, the Association, again, presented a huge Christmas tree, fully trimmed with countless ornaments, lights, toys and candies to the Olivet Institute.

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The following are the standing committees of the Chicago Perfumery, Soap and Extract Association, appointed by the president to serve during the coming year: *Executive Committee*: Harold E. Lancaster, chairman, Marshall Field & Co.; Donald Clark, Franco-American Hygienic Co.; Wm. H. Schutte, P. R. Dreyer, Inc.; Clarence Seguin, C. A. Seguin Co.; Dudley F. Lum, Givaudan-Delawanna. *Entertainment Committee*: W. T. Mitchell, chairman, Rossville Commercial Alcohol Corp.; Russell Brown, Geo. Silver Import Co.; D. A. Day, Heine & Co.; Jos. DeLorme, Riviera Products; Jos. F. Gauer, Fritzsche Bros., Inc.; Arnold Schneider, Victor Chemical Co. *Publicity Committee*: Louis Freund, chairman, American Can Co.; Clarence Morgan, Clarence Morgan Co.; W. H. Muttera, Armstrong Cork Co.; Euclid Snow, Mallinckrodt Chem. Works. *Bowling Committee*: Ray Morris, chairman, Orbis Products Trading Co.; Paul Pettit, Lady Grey Co.; Al. Burgh, Marcelle Co.; H. Schwenneke, Eureka Paper Box Co.; A. J. Andersen, R. M. Krause Co. *Golf Committee*: A. C. Drury, chairman, A. C. Drury Co.; Roy Downs, Owens-Illinois Glass Co.; Al. Dedrick, Edward T. Beiser Co.; John Buslee, Neumann-Buslee-Wolfe, Inc.; G. M. Van Kirk, Hazel-Atlas Glass Co.; Walter H. Jelly, Walter H. Jelly & Co. *Legislative Committee*: Frank Z. Woods, chairman, Frank Z. Woods Co.; Harry Bartold, Norda Essential Oil & Chemical Co.; R. H. Lingott, R. H. Lingott. *Membership Committee*: H. C. MacKay, chairman, E. N. Rowell Co., Inc.; Frank T. Robinson, Monsanto Chemical Works; L. M. Solo, Solo Laboratories; C. Christensen, Chas. Pfizer Co.; Geo. Woods, Frank Z. Woods Co.; Walter S. Goff, Ungerer & Co.

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Compagnie Parento, Inc., were hosts to over one hundred Chicago perfume and toilet preparation manufacturers at three informal dinners held in the Rose Room of the Hotel Sherman. Following an informal dinner moving pictures were shown. Harold F. Davidson, the company's western representative, was in charge of affairs and Addington Doolittle, secretary, and Mr. D. E. Picciano, assistant secretary, led those in attendance through the Rose fields of Bulgaria, lavender fields in the Alps and the Organico Plant which is located just outside of Paris, France.

Following this, pictures were shown of the properties of Pierre Dhumez and Co. at Argeville and Vallauris, France, showing the cultivation and distillation of tagete, sauge, sclaree, rose, jasmine, tuberose, orange blossoms, and general views of the extensive properties of Pierre Dhumez. In addition to the three informal dinners and showing of the movies at the Hotel Sherman, Mr. Doolittle and Mr. Picciano also showed the moving pictures to three firms and their employees.

Louis F. Swift, who has been president of Swift & Co., Chicago, since 1903 has become chairman of the board and his brother Gustavus F. Swift has succeeded him as president. Edward F. Swift and Charles H. Swift, vice-presidents, have been elected vice-chairmen of the board and G. J. Stewart, vice-president.

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Edward F. Wilson, son of Thomas E. Wilson, president of Wilson & Co., has been made a vice-president of the company. He has been connected with Wilson & Co. for six years and has worked in every department since his graduation from Princeton in 1924. Other vice-presidents elected were H. J. Williams, W. J. Cawley, J. D. Cooney, Carl Fowler, R. F. Engle, C. R. Hood and W. S. Nicholson.

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The annual Central States sales meeting of the Norwich Pharmacal Co. was held at the Stevens Hotel early this month. W. G. Peckham and W. P. Tomlinson of the Norwich, N. Y., headquarters addressed the meeting and announced a heavier advertising appropriation for the coming year as well as a new product in the form of a new skin cream. F. L. McCartney is in charge of sales in the Chicago territory.

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The friends of Fred Renner, formerly with Monsanto Chemical Works, in their Chicago office, but recently transferred to their Boston branch, will regret to hear that he has been confined to the Deaconess Hospital in Boston, for the past two weeks.

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Chas. Crystal of New York was a visitor to Chicago, making his headquarters with his local representatives Walter H. Jelly Co.

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H. D. Crooks, was honored by the members of the Chicago Perfumery, Soap & Extract Association, at a recent meeting, by being elected an honorary member. Mr. Crooks has been actively connected with the association, ever since it was organized, many years ago, and in addition to serving as President, has contributed his loyal support in every branch of the organization.

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P. J. Turner and J. P. Press formerly connected with the Robert P. Gust Co. sales organization have organized the Turner Press Sales Company with offices at 437 West Ontario street and will represent a group of cosmetic manufacturers in the middle western territory.

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The Modern Products Co. has been organized with a capital stock of \$127,000 paid in to manufacture shaving cream, cosmetics and tooth powders with headquarters in the Rogers building at Jackson, Michigan.

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Ernest E. Schneider, Samuel D. Gates and J. D. Gates have organized the Juel Denn Company with offices at 1434 North Wells street, Chicago, to manufacture and deal in cosmetics and toilet goods. The new company has a capital stock of \$20,000.

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Miss A. G. Crane has been made general manager of Younkers new food shop at Chicago avenue and Rush street. This shop has the unique distinction of having a modern cosmetic department in charge of experts who are building up a large trade among the elite.

Dozens of novels have been written about men who began as office boys and ended up as famous figures. Sir Harry McGowan, who has just been appointed chairman of Imperial Chemical Industries, Ltd., the great British chemical combine, is an example of such a tale in real life. When he was a lad he worked in one of Nobel's explosives factories for five shillings a week; now he is reputed to be worth \$10,000,000 at least, and he is the head of a dozen huge undertakings.

Sir Harry is generally believed to be a Canadian. Actually he is a Scotsman, with all the brains and determination of his race. He was born in Glasgow 56 years ago. The restless energy and unfailing wit of this tall, vivacious man have a smack of the New World about them not often seen in English business. This, added to the fact that whenever one meets him he has just returned from the United States or Canada, is probably responsible for the belief in his American birth.

When he got his first job in one of Nobel's Scottish works he made up his mind that he would one day be the chairman of the firm. Applying himself to his job with true Scottish industry, he climbed up step by step, and in the end he realized his dream.

But he is not the dour, humorless capitalist of fiction. He is renowned for his wit. His explanation of his many visits to America—he has crossed the Atlantic at least 90 times—is typical of his driving force: "What is the use of sending a mere £1,000-a-year man over to America? He cannot make decisions. He can only make reports. And by the time he is back the chance is probably gone. Americans are investing millions and millions in Canada. They are quite right. It is a pity that Englishmen don't do the same. As for a man's own business while he is away, it can't be an organization at all if it can't exist without the head."

It was on an Atlantic liner that Sir Harry, as chairman of Nobel's, and Lord Melchett, as head of Brunner, Mond's, settled the last details of the huge merger which became Imperial Chemical Industries, with its capital of £76,000,000 and its 60,000 workers. Lord Melchett always found he could grapple with business problems best when he was striding along the deck of a liner or the corridors of his office. During the voyage back from New York he and Sir Harry strode along the deck together, and in the course of their walks the two captains of industry solved all the problems which hedged the gigantic merger. Sir Harry became president and deputy-chairman, and Lord Melchett became chairman. It is one of the greatest posts in the world of big business.

The way in which McGowan amassed his fortune was characteristic of his foresight and courage. For one thing he recognized many years ago that the automobile industry had a great future. He backed his opinion by taking a financial interest in the General Motors Corporation and becoming a director of the company. For another thing, he foresaw the growth of the rayon industry. He was borne to fortune by the boom in automobiles and rayon. His American interests have made him study conditions there very closely.

Sir Harry is deputy chairman of the £2,040,000 Finance Company of Great Britain & America, and a director of Europe's largest banking institution, the Midland Bank.

Paris Trade Notes

THE 13th article of the law of April 26, 1930, fixes the tax rate on the sale of aromatic plants and plants for perfume at 0.55 per cent. The meaning of this statement is as follows:

The administration strictly specifies that this includes all dried plants or parts of dried plants, such as leaves, flowers, fruits, bark, etc., containing an odor or a perfume to be used either in cooking, in pharmacy, in drugs, in liquors, etc., as well as the fresh plants sold in the form of flowers or any other form when they are to be used for the manufacture of perfumes or extracts.

As long as a plant is of an aromatic nature or used for perfume manufacture it is classified under the 0.55 per cent tax. On the other hand, the plants or flowers, cut or otherwise, to be used for gardens or house decorations or any other use are subject to the 2 per cent and 3 per cent tax.

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Parfumeries Nissery et Godissart Réunies has recently been formed for the manufacture and sale of perfumes. The offices of the company are located at 13, rue des Champs, Asnières. The capitalization is set at 645,000 francs. The managers are Mr. Muraour, 13, rue des Champs, Asnières, and Mr. Godissard, 744 W. Seventh street, Los Angeles, California.

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Chady is the name of a new company formed with a capitalization of 1,400,000 francs by André Pollack, 76, boulevard de la Saussaie, Neuilly-sur-Seine; Georges Desfleurs, 8, rue Bassano, Paris, and Simon Barendse, 10, rue Hélène, Paris. The main offices of the company will be at 7, rue Pasteur, Bois-Colombes (Seine).

The company has been organized for the manufacture and trade of perfumes and other products of a similar nature and also to establish factory and offices at 7, rue Pasteur, Bois-Colombes, with three sales branches in Paris, located at 52, boulevard Haussmann; 5, boulevard des Italiens, and 26, rue du Bac; another at Lyon, at 10, rue de la République; one at 41, rue de Rome, at Marseilles; and another in Brussels at 57, rue des Fripiers.

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"L'Ami du Peuple," the low-priced newspaper of François Coty, perfume magnate, is again the outt of the rest of the Paris press in a fight regarding publicity activities of leading department stores. The right of "L'Ami du Peuple" to print and publish a daily and evening newspaper at 10 centimes the copy has been upheld by the Paris courts on appeal. In spite of this, it is alleged, that the Paris press is bringing pressure to bear on the Paris stores to withhold their publicity from the pages of the Coty journal.

An arrangement has been made between the consortium of the Paris press and the stores whereby all publicity given out appears simultaneously in the

journals constituting the consortium. The Coty paper also states that the stores have grouped themselves together for publicity services into a central bureau. The allegation of the independent paper is that the consortium has brought pressure to bear on the stores, by means of threats, in order to eliminate "L'Ami du Peuple" from their publicity programs, in spite of the eagerness of the stores to avail themselves of the advantages offered by the large circulation of the Coty press. One department store official, unnamed, speaking on behalf of the "L'Ami du Peuple" said that the consortium could cut their turnover 50 per cent, a risk, he says, the stores dare not run.

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An already considerable demand in Algeria for toilet preparations has increased greatly in recent years and now come from all classes, including the more affluent of the natives. The more elaborate articles are imported, chiefly from France, whose products enter the country duty free. Of the population of six million, only two million are potential customers.

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The greatly increased use of lavender oil in late years has naturally stimulated cultivation and production, estimated in 1900 at 50,000 kilos, has risen to about 150,000 kilos, for a good year. It is roughly estimated that there is a production of 125,000 kilos in the South of France. Production from countries other than France is about 6,000 kilos or 5 per cent of

the world's production of lavender oil.

The prices paid for lavender oil during 1924 tempted producers, and plantations were extended, with overproduction as the inevitable result. It is thought that the present range of prices may open up new outlets particularly in the preparation of antiseptics and insecticides. Hitherto the main source of demand has been the soap trade.

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The address of **Lyserose, Société anonyme de Parfumerie Générale et de Produits Chimiques**, has been moved from 13, rue de Chabrol, Paris, to 11, rue Kléber, Saint Ouen. The company has a capitalization of 800,000 francs.

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Vaporisateur Marcoux has recently been formed for the manufacture and sale of a small pocket atomizer, lipsticks, powder boxes and a newly invented kind of atomizer and lighter.

The address of the new company will be 33, rue de Montreuil, Paris. The members of the firm are H. Marcoux, of 93, avenue Marignan, Saint-Maur-des-Fossés and Miss M. Capitaine, 33, rue de Montreuil, Paris. The capitalization is 40,000 francs.

Control

Some folks have their constructive criticism under complete control.—*The Silent Partner.*



British Trade Notes

WITH the passing of Lord Melchett Britain has lost its most outstanding industrialist of this century, for Alfred Mond will be remembered much longer as a leader of industry than as a statesman. His gospel of rationalization came at the precise time when the country was ready to absorb it, and his own success in chemicals inspired others to follow his example. He always denied that he was a professional merger-maker, and was the first to point out that the problem of each industry ought to be considered on its merits. In the chemical industry he created a virtual monopoly in many lines. He built on sure foundations: the combines which he built will live after him.

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Dubarry et Cie., London, has made the following announcement regarding the termination of its contracts with cigarette manufacturers: "Those manufacturers who were favorably disposed in the first place to coupon trading were of the opinion that the coupon system would enable them to supply goods to a class of the population which would not purchase them in any other way, and for this reason coupon trading would not affect the volume of business passing through the ordinary retail channels. It was considered to be an entirely fresh outlet for goods and the policy was initiated at a time when manufacturers were making great efforts to increase the demand in order to reduce unemployment. It was not anticipated that the coupon trading would reach its present dimensions, and manufacturers' good-will to the retail traders is evidenced by the fact that all the important manufacturers of branded goods are withdrawing their support from coupon schemes as soon as evidence was forthcoming that such schemes might ultimately become prejudicial to the interests of the general body of the traders."

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In July next the Society of Chemical Industry will celebrate its Jubilee, and preparations for a conference week in London are in hand. An interesting feature of the week will be a comprehensive exhibition of chemical plant, which will be arranged by the British Chemical Plant Manufacturers' Association at the Central Hall, Westminster. At the recent annual dinner of the latter body, when the question of the value of such an exhibition was discussed, Secretary Taylor of the British Industries Fair offered the assistance of his department.

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The following is a summarized extract from an address by Miss M. L. Daniels, recently delivered to the National Association of Women Pharmacists in London: "I well recollect the early days of the Association,

and meeting on many occasions Miss Buchanan, one of the founders and a member of the Pharmaceutical Society's Council. This distinguished lady, who worked so unselfishly for the Association in its early days, probably never imagined that by 1930 there would be 2,000 women chemists on the British Register and that there would be such a large and successful organization watching over their professional interests. What happened was that Miss Buchanan gathered around her a devoted band of women who quickly began to make their presence felt in the pharmaceutical world.

"Come with me to a large city where in a modern bustling pharmacy are two women chemists, whose special duty it is to advise and assist women clients on beauty matters. So successful are these two women that society women come to them from all parts, and, moreover, these two saleswomen can answer any question concerning the 35 different perfumes made by Coty, or any other well-known perfumer. By their training and specialized knowledge these saleswomen are peculiarly well fitted for such employment and their employers recognize their abilities by paying them a much higher rate of pay than is usually given to qualified assistants.

"Many thousands of saleswomen in the average pharmacy up and down the country are day in and day out regularly carrying on their work for the benefit of the buying public and are giving excellent service and satisfaction to all concerned. A shop employing women assistants is usually cleaner, brighter and more cheerful than the few establishments not employing women; the window displays are generally better and more artistically arranged, as a woman naturally understands color schemes through her own experience in seeing that her hat matches her dress. The public today is not only experiencing, but demanding, a higher type of retail salesmanship than it was receiving a few years ago, and women are playing their part nobly in giving the public what it is looking for. Apart from the work in the dispensing department, selling a box of face powder or an expensive bottle of perfume has now become almost as intricate as selling a gown, due to the infinite variety of tints and perfumes available.

"Is she a blonde, is she a brunette, does she want the sunburn look, the face powder combined with cold cream, the skin food, the day cream, or the night cream? Does she want the heavy type of powder or the light? Would you dare suggest a rouge—light, medium, or dark? Are her lips suitable for a dark or pale lipstick—red or white? What about her eyebrows? Would one suggest a light brown or a black eyebrow pencil as a beautifier?" The girl assistant has an immense advantage over the poor man as she knows, or should know, by instinct just the right kind of suggestion to make. There is a very great and profitable field for trained women in this work."



In Memoriam for Departed Friends

AMIC-ROURE, MME., widow of Senator Jean Amic and sister of Louis and Jean Roure, Paris, January, 1927.

BARR, JOHN X., proprietor of the Long Island Soap Works, Brooklyn, N. Y., January, 1916.

BEHRENS, JOHN, president, Amolin Co., Midland Park, N. J., January, 1930.

BURR, EDWIN HENRY, New York manager for Roure-Bertrand Fils and Justin Dupont, New York, January, 1920.

CONRON, PATRICK HENRY, president of Conron & Co., flavors, New York, January, 1929.

EAVENSON, LEWIS LINCOLN, soap manufacturers, Camden, N. J., January, 1914.

FAVOR, OTIS S., pioneer soap manufacturer of Chicago, January, 1915.

HENDERSON, ALEXANDER D., California Perfume Co., New York, at his home, Suffern, N. Y., January, 1925.

JENNINGS, CHARLES W., SR., president Jennings Mfg. Co., Grand Rapids, Mich., January, 1929.

KILLEEN, MICHAEL, father of Edward V. Killeen, of George Lueders & Co., New York, January, 1912.

KIRK, MILTON W., president of James S. Kirk & Co., Chicago, January, 1916.

LEVY, FELIX, father, of B. E. and Maurice Levy, New York, January, 1929.

MONTGOMERY, JAMES MOORE, vice-president and general manager, Richard Young Co., New York, January, 1924.

MORENA, JACQUES A., Charabot et Cie, Grasse, January, 1910.

MUELHENS, FERDINAND, head of Ferd Muelhens, Cologne, Germany, January, 1928.

NEWTON, WILLIAM, SR., president, Haskins Bros. & Co., soaps, Omaha, Neb., January, 1929.

PAPPAZOGLU, M. DONTCHO B., of Botu Pappazoglou & Co., Kazanlik, Bulgaria, January, 1919.

PARSONS, MATTHIAS W., president, M. W. Parsons, & Plymouth Organic Laboratories, New York, January, 1930.

SELICK, CHARLES HENRY, perfume manufacturer, New York City, January, 1917.

SLOAN, FRANCIS H., president of Sloan, Graves & Smeltzer, Inc., New York, January, 1928.

STRONG, SAMUEL E., Strong, Cobb & Co., Cleveland, Ohio, January, 1927.

TOENNIES, FERDINAND E., president of Heine & Co., New York, January, 1919.

WINDSOR, MILLARD F., president of Windsor Soap Co., Inc., Buffalo, N. Y., January, 1920.

The name of C. BLAIR LEIGHTON, secretary-treasurer of W. J. Bush & Co., Inc., New York, was inadvertently omitted under the above heading in our December issue. Mr. Leighton died in December, 1929.

Mrs. Armand Batta

It is with regret that we report the death in New York on January 2 of Elizabeth Haffmans Batta, wife of Armand Batta of the Belgian Trading Co., New York City. Funeral services were held at the Harold S. Archer Funeral Home, New York, January 4.

Myer Friend

Myer Friend, well known in the essential oil industry for over thirty years, died at his home in New York on December 19, 1930. He was sixty-nine years of age.

Mr. Friend met Pierre A. Raby in 1898 and together they established a partnership on December 5th of that year which was known as the Evergreen Chemical Co. This partnership lasted twenty-eight years until the death of Mr. Raby on March 13, 1926. Mr. Friend then continued the business alone until it was taken over by other interests in 1930.

He is survived by a son and daughter, his wife having pre-deceased him several years ago. Funeral services were held at the West End Funeral Chapel, New York City, on December 21st.

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William S. Bickford

The recent sudden death of William S. Bickford, president of the Crescent City Carbonate Company, closed a distinguished career of more than a quarter of a century. Mr. Bickford had long been subject to ill-health, but held a prominent place at a regular meeting of the New Orleans Rotary Club, of which he was a past president, only three days before his death. He was 55 years of age.

Mr. Bickford was a native of Huntington, Vermont, but early removed to Burlington in the same state, and came to New Orleans more than 27 years ago. It was at this time that he took a leading part in the organization of the Crescent City Carbonate Company. The firm was incorporated in 1904.

Some years ago the section of the business dealing with carbonic gas and kindred products was sold and the firm has since then specialized in soda fountains and equipment. Mr. Bickford's place as president and general manager has been temporarily taken by A. B. Freeman, acting president. Other officers are Prosper Balles, vice-president, and Louis M. Schuler, acting secretary-treasurer, who is at present taking the place of H. R. Stevens.

Mr. Bickford is survived by his widow, Mrs. Cornie Bickford, whom he married three years ago at her home in Grand Haven, Mich. Mrs. Bickford accompanied Mr. Bickford's body to Grand Haven for interment.

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Mr. and Mrs. Edwin Hilyer Lyon

Edwin Hilyer Lyon, father of Julian W. Lyon, prominent essential oil broker of New York, died at Montclair, N. J., on January 11, his death following by only a few days that of his wife, Julia Bogart Lyon, which took place on January 9. Both were victims of pneumonia and had been ill but a few days. Funeral services were held from the residence of their son, E. Wilton Lyon, in Elizabeth, N. J., on January 12. Mr. Lyon, senior, was well known to many in the trade through his association for a time with his son, who has the sincere sympathy of all in his bereavement.

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Stanley Doggett

Stanley Doggett, president of Stanley Doggett, Inc., New York City, importers of colors, gums and chemicals, died December 29 as the result of injuries

sustained in a fall at Brickchurch station in East Orange, N. J. Mr. Doggett was ascending the steps when he tripped and fell, striking his head. He never regained consciousness. He was born in England but came to the United States as a young man and established the business which bore his name. In addition to his business he was active in Masonic circles. He leaves a widow, two sons and a daughter.

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Edward Swallow

Edward Swallow, head of the International Drug and Science Service, Mount Vernon, N. Y., died at his home in that city December 1. Mr. Swallow who was born in England and affectionately known in the drug trade as "The Man from London" acted as consultant in the United States for several foreign manufacturers of medicines and shippers of raw materials for many years and was active in technical affairs, particularly in the Pharmacopoeia. He was for several years technical representative of Plaimar, Ltd., and was one of the best posted men in this country on the technology of Australian sandalwood oil.

Book Review

(Copies of Books Reviewed in this Column, and Other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York.)

Handbook on Essential Oils

Die Fabrikation und Verarbeitung von Aetherischen Oelen (Production and Manufacturing of Essential Oils) by Max Foelsch. 428 Pages. Illustrated. A Hartleben's Verlag, Vienna and Leipzig. 1931. Price: \$4.25.

This small book contains in its four hundred pages a great deal of valuable material. It covers in concise form everything important concerning the production, properties, analysis and chemistry of essential oils together with the manufacture of aromatic isolates.

The first chapter deals with the production of essential oils by distillation, extraction with volatile solvents and enfleurage. The second describes the chemistry of essential oils, and the third is devoted to chemical analysis and the detection of adulterants. Following systematically, the various essential oils and their properties are treated in detail and adequate space is devoted to the important subject of terpeneless and sesquiterpeneless essential oils and their manufacture. The description of the manufacture of aromatic isolates is along broad and sound lines. The latter part of the book is devoted to the synthetic and artificial essential oils comprising mainly material culled from other published sources and containing little that is new.

Of course much of the material represents repetitions of Gildemeister and Hoffman, *The Volatile Oils*, and of C. von Rechenberg, *Einfache und Fraktionierte Destillation* but such can hardly be avoided. On the other hand, the author by no means merely copies from other works on essential oils as he is evidently familiar with his material and throughout the book seems to talk from his own experience.

He gives much valuable practical information, often of a detailed technical nature which cannot be found in other books; for example, the chapter on aromatic isolates. A number of pictures taken in the plants of Schimmel & Company and Heine & Co., accompany the text.

Although the author merely recommends his book as an introduction for beginners in the essential oil or perfume industry, the expert will also find interesting new material in it, in clear and concise form.

The little book, in fact, is to be recommended warmly.

DR. ERNEST S. GUENTHER.

Circulars, Price Lists, Etc.

THE AMERICAN MANUFACTURERS OF TOILET ARTICLES, has issued its *Annual Directory* for 1931. Included are photographs of officers and executive board members, the constitution and by-laws of the association, salient features of the new tariff law, alcohol regulations and formulas for denatured alcohol, a list of association members and much other interesting and valuable material in addition to the usual diary pages. The book is published by the Rose Publishing Co., Newark, N. J.

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GEORGE LUEDERS & Co., New York, in its wholesale price list for December presents in addition to listing the numerous essential oils and specialties of the company a brief review of the market during the last year.

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PIERRE LEMOINE, INC., New York, has issued its price list for the fourth quarter of 1930. It covers essential oils, natural and synthetic flower oils, aromatic and organic chemical preparations, flavors and numerous specialties.

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STANLEY MANUFACTURING Co., Dayton, Ohio, forwards a handsome circular descriptive of Stanley metal markers. It gives five reasons for their use and is ornamented with a handsome metal marker in Indian head design.

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CONSOLIDATED PRODUCTS Co., INC., New York and Newark, N. Y., has sent us a copy of its Bulletin No. 31 which calls attention to its service on used equipment. In it the company calls particular attention to the existence of many bargains in machinery now available and asks its friends to adopt the "Buy Now" slogan and secure the benefit of present prices.

* * * *

THE UNITED STATES DEPARTMENT OF AGRICULTURE has issued in pamphlet form the annual report of the Chief of the Food, Drug and Insecticide Administration. The report shows that the Bureau did little work of direct interest to our industries during the year. Brief sections are devoted to work under the Caustic Poisons Act and the Naval Stores Act. The remainder is devoted principally to the Food & Drugs Act.

KRANICH SOAP CO., Brooklyn, N. Y., has sent us special tenth anniversary price lists covering its products and service to various industries. One folder outlines the manufacture of liquid soap and liquid shampoo from "Kranich Standard Coconut Oil Base Soap." A second describes "Monaco" castile soap and two others are devoted to prices on Kranich products for wholesale druggists and for barber and hairdressing supply dealers.

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AMERICAN BEAUTY CO., 53 West 21st street, New York City, is advising the trade that its package of one-half ounce French square bottles, to the trade, ready for resale, is now being put up in the new "Bakelite" caps, making it a more beautiful and a more practical package, its greatest advantage being the elimination of corks and rubber stoppers which the company feels have been quite unsatisfactory in the past. The company is a specialist in this product, serving the trade in bulk and also in the finished package under private label or trade name. The attractive advertising announcement of American Beauty Co., appears on page 131 in this issue.

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GLYCO PRODUCTS COMPANY, INC., Brooklyn, N. Y., has just issued a comprehensive ten page folder entitled *Cosmetic Formulae* which includes thirty formulas to be followed in the adoption of the numerous Glyco products. This list covers:

Vanishing cream; vanishing cream, liquid; shaving cream (latherless); shaving cream (lathering); nourishing cream (skin food); cleansing cream; lipsticks; cold cream; cold cream, liquid; lemon cream; almond lotion; paste rouge; hair-wave fluid; honey and almond lotion; sun burn or after-shave lotion; Swedish face tonic (after-shave lotion); water soluble perfumes (jellified perfumes); nail polish, powder; paste nail polish; facial and body reducer; astringent lotion; soluble cleansing cream (latherless shaving cream); non-lathering hair cleanser: liquid toilet ammonia (for bath); cleansing cream; milky hair wash (kerosene); hand cleanser and conditioner; hair fixers or straighteners; pine needle concentrate.

A price list of the products is also included in the circular. This booklet may be had upon request to the company.

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FERDINAND GUTMANN & Co., of Brooklyn, N. Y., have issued an attractive folder describing their patented seal "Filmaseal" for bottles and glass containers. Simplicity of application and positively leak-proof qualities are among the advantages outlined in the circular for this product. A copy of the folder together with a sample seal will be mailed upon request to the company.

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VIRGINIA DARE EXTRACT CO., Brooklyn, N. Y., has forwarded us its holiday greetings in the form of a very interesting booklet containing pictures of some of the company's employees accompanied by brief statements of good wishes from each of them. The center of the booklet contains a group photograph of the company's sales force taken at the annual convention last Spring.

DODGE & OLCOTT Co., New York City, has sent us its January-February price list of essential oils, essences, oleoresins, synthetic aromatic chemicals and other products. Included are lists of the products of Fabriques de Laire, Issy and Calais, France, and J. Mero & Boyveau, Grasse, for whom the company acts as American agents.

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ANCHOR CAP & CLOSURE CORP., Long Island City, N. Y., has issued an attractive and interesting folder showing the use of its caps on packaged grapefruit and outlining a few of the numerous other industries in which Anchor and Amerseal closures are applied successfully.

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THE CHEMIST AND DRUGGIST, London, has sent us the 63rd edition of its annual diary. In addition to the diary pages, a large body of interesting and instructive information regarding the drug industry of Great Britain is included, as well as numerous interesting advertisements.

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AMERICAN HOSPITAL OF PARIS has recently published the English edition of its annual report. This booklet shows that during 1929 11,770 patients were treated in the hospital and that the institution's financial affairs are in satisfactory condition. The American address is 1346 F street, N. W., Washington, D. C.

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An interesting item in a recent circular discusses the properties of farnesol acetate, well known specialty of M. NAEF & Co., Geneva Switzerland as follows: "Farnesol acetate is found together with farnesol in many essential oils, as in cassia bud oil, linden bud oil and many others. It probably likewise occurs together with nerolidol. Farnesol today is a readily available product since it can be obtained by acetylizing nerolidol $C_{15}H_{24}O$. This valuable synthesis, which makes the manufacture of farnesol possible, is the fruit of L. Ruzicka's work.

"Farnesol acetate is a colorless, readily changing oil, which can be mixed with alcohol and other solvents. Concerning its chemical and physical properties not much is known. The type of odor differs from farnesol and nerolidol and is a peculiar one, smart, and somewhat on the order of an aldehyde. It also resembles neryl acetate but does not possess the latter's rose leaf scent. The odor is pungent and holds remarkably. It must be used with care because the smell of it quickly pervades compounds, especially in the after effect. It is a good thing to use a 10-per cent solution.

"One manner of use is to give the composition a natural, cool, fresh odor of buds. In this respect, farnesol acetate replaces many an aldehyde hitherto in use. It is likewise satisfactory in producing nuance effects.

"Dihydroxy citronellal is made more flower-like by the addition of about 1% of farnesol acetate and keeps its odor longer. Terpineol extra and linalool are given an individual, improving note. Green odors are livened and thus made to resemble the natural ones more closely. Even genuine flower oils are helped, rose bud oil, for example."

The company is represented in the United States by Ungerer & Co., New York.



Montreal

THE provincial statute from which the Quebec Pharmaceutical Association derives its powers has been attacked in an action begun in the Superior Court, Montreal. The issue is raised in a demand for a writ of prohibition to prevent the Circuit Court from proceeding with a case in which Adelard Paquin, grocer, was alleged to have sold medicines containing opium and other drugs, contrary to the Pharmaceutical Act. The action was taken by the association in the Circuit Court on the ground that certain medicines sold by the grocer contained certain drugs and poisons, which the Pharmaceutical Act requires to be dispensed by druggists. Before the case came to trial, Paquin took the present proceedings to restrain the court from going on with the case. He claimed that the Pharmaceutical Act was unconstitutional because it pretended to legislate on criminal matters which under the British North American Act rightfully belongs to the Parliament of Canada.

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At the annual general meeting of the shareholders of the Canadian Industrial Alcohol Company, Limited, the entire board of directors, all of whom are officers of the company, were re-elected. The president, Lord Shaughnessy, promised that he would consider the election of outside directors when the names were submitted to him. The names of George K. Martin, of Toronto, and A. L. Caron, of Montreal, were put forward.

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Burroughs, Wellcome and Company, a British pharmaceutical firm, has inaugurated an ambitious building program at Ville Lasalle, a few miles west of Montreal, where the first unit of a five unit manufacturing plant is under construction. Actual production is expected early this year.

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The retail druggists of the province of Ontario are beginning 1931 with a publicity campaign, using the daily papers of the province to emphasize the fundamental difference between the drug store and other retail stores. F. A. Jacobs, secretary of the Ontario Retail Druggist Association, declares, "The campaign is not on behalf of independent druggists alone, but represents the entire profession of pharmacy."

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The Dr. Leduc Drug Company, Montreal, has opened its 16th drug store—on Queen road near Decarie boulevard. The new branch carries a full line of French perfumes, toilet articles and patent medicines. There is also a soda fountain. The company was established in 1872.

Toronto

LEGAL representatives of the Ontario Attorney-General's Department in London, England, cable that the long-awaited decision in the Proprietary Articles Trade Association case, now before the Privy Council, will be made public probably during the February session of the Council. It will be remembered that this decision was promised last September. On the decision of the Privy Council rests the question of whether the Federal Combines Act is ultra vires. The P. A. T. A. lost its case before the Supreme Court when it was made defendant in a case brought by one of the drug store chains which claimed the Association was a combine.

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Mrs. M. E. Camm, wife of a retail druggist at Bridgeburg, Ont., opposite Buffalo on the Canadian side of the Niagara River, did some advertising stunts to help out her husband's business just before the Christmas holidays. Mrs. Camm is an amateur aeroplane enthusiast and a good pilot so she went up into the air daily, throwing out on the way numbered ballots for redemption at the Camm store and distributing thousands of hand bills.

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Harry G. Brodie of the Moose Jaw Drug and Stationery Co., of Moose Jaw, Sask., is one of the cleverest merchandisers in Western Canada. He is specially strong in the sale of soaps and compacts, perfumes, etc. His soap sales in 1930 alone were trebled over the preceding year because of his suggesting quantity in all his sales of this line.

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A meeting of Toronto retail druggists was held in the Ontario College of Pharmacy one evening last month to discuss the question of zoning that city's drug stores so that a number of them could be closed on Sundays—this in response to a request made by the Lord's Day Alliance. The consensus was that this would not be practicable.

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The Mallinckrodt Chemical Works of St. Louis, Mo., in an announcement to the Canadian trade state that owing to the growth of Canadian orders they have opened a Canadian branch factory at 183 Front street, east, Toronto, and salesrooms at 378 St. Paul street, west, Montreal. Prior to 1910 all Mallinckrodt products had to be imported direct by individual concerns. In that year the Wingate Company took over Canadian sales. In 1913 the Mallinckrodt Chemical Works, Ltd., was established; and now after 17 years the company is opening a branch factory to make the goods for the Canadian trade.

The H. K. Wampole Co. of Perth, Ont., on December 18 held a banquet in that town to celebrate its silver jubilee in that centre. In December, 1905, the company moved its headquarters from Toronto to Perth. The banquet was held in the company's laboratories and the salesmen from all parts of the Dominion were present. Also in attendance as guests were Hon. T. G. Murphy, Minister of the Interior, Ottawa; Charles E. Frosst, head of the Charles E. Frosst Co., Montreal; J. W. McCoubrey, president of the United Drug Co. of Canada, Toronto. C. A. Campbell, vice-president of the company, was chairman of the banquet.

* * * *

The Druggists Association of London appealed a finding of the local magistrate that Liggett's drug store was entitled to remain open after eight o'clock in the evening in spite of a civic by-law. The appeal was dismissed, the contention being held that Liggett's also ran a restaurant in connection with the store.

* * * *

Geo. E. Rason, former managing director of Frederick Stearns & Co., Windsor, Ont., died on December 24 at Naples, Florida, where he was spending the winter. The body was brought back to Windsor for interment. Mr. Rason was born in Strathroy, Ont., is survived by his widow, one daughter and one sister. He retired from business two years ago.

* * * *

The British Drug Houses (Canada), Ltd., has been incorporated to carry on business as druggists, soap and cosmetic manufacturers, etc. The capital is set at \$100,000 in shares of one dollar each. The head office is to be at Toronto.

* * * *

The A. Chipman Smith pharmacy at St. John, N. B., celebrated its 140th anniversary recently. The business was established by Dr. Nathan Smith in 1791. The business has been out of the Smith family since 1920, though still being known under the old name.

* * * *

To further promote the sale of agency lines controlled by Lymans, Limited, and Lyman Agencies, Limited, in Eastern Ontario an office has been opened at 41 Wellington street, east, Toronto.

306,521.—Combined receptacle and closure. The Anchor Cap and Closure Corporation, Long Island City, N. Y., assignee of the Paragon Can & Cap Co., Inc., Paterson, assignee of Robert A. Russell, Ridgewood, both in New Jersey.

306,906.—Substance for cleansing human hair. Nikolaus Sandor, London, W. 2, England.

307,121.—Odoriferous Absorbent. Walter Hugh Tibbals, Brooklyn, N. Y.

307,230.—Face Powder Box. Richard Hudnut, assignee of Charles Adrian Pennock, both of New York, N. Y.

Industrial Designs

Double covered powder box, having opaque and transparent covers showing conventional representation of flowers and petals of flowers in scattered arrangement leaving clear spaces at intervals and a conventional stalk border rising on the flange of the outer box. Parfumerie L. T. Piver Limitee, Montreal, Quebec.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS REGISTERED

"Trisolin." Preparations for the treatment of the hair, cosmetics, toilet preparations and soap. Chemische Fabrik Promonta Gesellschaft Mit Beschränkter Haftung, of Hammerlandstrasse 162/172, Hamburg 26, Germany.

"Symphonie." Face powder. The Armand Co., a Corporation of the City of Des Moines, State of Iowa. "Inkretan." Perfumes, cosmetics, volatile oils, soaps. Chemische Fabrik Promonta Gesellschaft Mit Beschränkter Haftung, Hammerlandstrasse 162/172, Hamburg, 26, Germany.

"Brylcreem." Toilet creams. The County Chemical Co., Ltd., Chemico Works, Bradford St., Birmingham, England.

"La Gerardine." Preparation for the curling and waving of hair. La Gerardine, Inc., New York City.

"Jean" and immediately below same the name "LaSalle." Toilet preparations. Viviny Perfumes, Inc., New Haven, Conn.

"Oloxo." Hair dyes, face powder, hand lotion and cleansing cream. Inecto, Inc., a corporation of the state of Delaware, and doing business in the Borough of Manhattan, New York.

"Jumbo." Food flavoring extracts. The Frank Tea & Spice Co., a corporation of Cincinnati, Ohio.

"Galuchat" and "Gao." Toilet preparations. Parfumerie L. T. Piver Limitee, Montreal, Que.

"Frostilla." Preparation for softening the hair particularly suitable for use in connection with shaving and as an aid thereto. Flora Holmes Shoemaker, trading as The Frostilla Co., Elmira, N. Y.

"Chomedy." Toilet preparations. Pierre Charton, Montreal, Que.

"Safe Way Supplies." Supplies for the permanent waving of the human hair and supplies of cosmetics of all kinds. Vancouver Barber Supply, Vancouver, British Columbia.

"Supercream." Toilet preparations. Sowards Soap Co., Ville St. Pierre, near Montreal, Que.

"Surfa-Saver." Soap. The Fischer Soap & Oil Co., a corporation of Cincinnati, Ohio.

"Zyrol." Soap for degumming silk. The Procter & Gamble Co., a corporation of Cincinnati, Ohio.

"Seronex." Soaps. W. H. & F. Jordan Jr. Manufacturing Co., a corporation of Philadelphia, Pa.

"High Temp." Soaps of all kinds. Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.

Monogram comprising the letters "C. D. L." Extracts. Canada Dry Ginger Ale Limited, Toronto, Ont.

Band about the neck of the bottle in which the goods are sold, the band consisting of a plurality of diamond-shaped figures. Canada Dry Ginger Ale Limited, Toronto, Ont.

PATENTS GRANTED

306,174.—Process of Producing Vanilline. Herman Pauly and Kurt Feuerstein, co-inventors, both of Wurzburg, Germany.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

280,355.—Henry Segall, doing business as Arnold Pharmaceutical Co., New York, N. Y. (Apr. 15, 1928.)—Olive-oil shampoo, nail polish, skin and tissue emollient.

287,982.—E. R. Squibb & Sons, New York, N. Y. (May, 1917.)—Bath toilet powder, dusting powder, and vanishing cream.

290,505.—Madame Dordilly Dite Durdilly nee Clemence Jacotin, Paris, France. (Oct. 1, 1911.)—Hair-removing wax.

291,091.—Paul Hartmann, Aktiengesellschaft, Heidelberg, Wurttemberg, Germany. (Apr. 10, 1929.)—Creams.

291,832.—Earl Hurd, doing business as Earl Hurd Laboratories, Oklahoma City, Okla. (May 10, 1928.)—Preparation for promoting the growth of hair.

295,506.—Matilda Creger, doing business as Sunsap Laboratories, Los Angeles, Calif. (May 1, 1909.)—Dentifrices.

296,486.—Fort Orange Chemical Co., Albany, N. Y., assignor to Fort Orange Chemical Co., Inc., a corporation of New York. (Mar. 1927.)—Nail polish, preparation for removing nail polish, and bath salts.

299,850.—Arthur Calder Lyons, Brantford, Ont., Canada. (Feb. 3, 1930.)—Extracts.

302,662.—Charles A. Woodruff, doing business as Woodruff's Chemicals, Detroit, Mich. (Mar. 15, 1928.)—Antiseptic mouth washes and gargles, antiseptic solutions for nasal treatment, mitigants for offensive breath, and dental lotions for treatment of mouth lesions.

302,819.—Francois Fues, doing business as Dr. Francois Fues Pharmaceutical Corp., Bloomfield and Newark, assignor to Dr. Francois Fues Pharmaceutical Corp.,

Newark, N. J., a corporation of New Jersey. (Dec. 4, 1906.)—Cold cream and face powder.

303,104.—Eva Ford (Mrs. John W. Ford), doing business as Southern Hair Ointment Co., Bowling Green, Ky. (June 23, 1930.)—Hair ointment.

303,210.—The Reed Laboratories, Inc., Kew Gardens, N. Y. (May 2, 1930.)—Cosmetics.

303,870.—Charles S. Arnold, Inc., Los Angeles, Calif. (June 1, 1930.)—Bath salts and water softeners.

303,920.—Nyal Co., Detroit, Mich. (June 1, 1907.)—Face powder, facial astringent, skin tonic, and cleansing, nourishing, and foundation creams.

304,808.—Guy T. Gibson, Inc., New York, N. Y. (May 1, 1930.)—Toilet preparations.

305,462.—Harold H. Hedrick, doing business as Dr. Hedrick Laboratories, Chicago, Ill. (June 15, 1929.)—Foot lotions.

305,568.—I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-on-the-Main, Germany. (May, 1930.)—Soaps and washing powders having incidental bleaching properties.

306,062.—Lentheric, Inc., New York, N. Y. (Sept. 18, 1930.)—Astringents, cleansing cream, hair lotion, complexion lotion.

306,203.—Turco Products, Inc., doing business as Turco, Los Angeles, Calif. (Oct. 15, 1927.)—Abrasive and Detergent cleaning compounds in flake, pulverized, paste, and liquid form.

306,487.—Excelcis Products Co., Salt Lake City, Utah. (Sept. 1, 1928.)—Lotions, creams, and toilet articles.

306,563.—Eagle Wholesale Grocery Co., Chicago, Ill. (Sept. 5, 1930.)—Food-flavoring extracts.

306,735.—Fracy, Inc., New York, N. Y. (Aug. 15, 1930.)—Antiseptic.

306,783.—Nauheim Pharmacy, Inc., New York, N. Y. (Sept. 1, 1930.)—Soaps.

306,910.—Fuller Wishart, Charlotte, N. C. (Feb. 1, 1930.)—Face powder.

306,936.—L. N. Conrad, doing business as The Shav-aid Co., Dayton, Ohio. (June 2, 1930.)—Ointment used for preparing the face for shaving.

306,956.—Joseph Lombardi, doing business as Lorraine Beverage Co., Chicago, Ill. (Oct. 1, 1930.)—Extracts.

306,974.—Adelaide Stewart, New York, N. Y. (Oct. 1, 1929.)—Hair-grower.

307,053.—Inecto, Inc., New York, N. Y. (Oct. 7, 1930.)—Hair dyes, face powder, hand lotion, and cleansing cream.

307,070.—The Styron-Beggs Co., Newark, Ohio. (Jan., 1896.)—Bay rum, toilet cream, talcum powder, and witch-hazel.

307,184.—Thompson Barber Supply Co., doing business as Jos. Thompson, Sioux City, Ia. (1916.)—Hair oil.

307,219.—Ida Ribner, doing business as Beatrice Morgan, Brooklyn, N. Y. (Dec., 1927.)—Toilet preparations.

307,283.—Adelaid Ortegat, nee Adelaide Fernandez Lesa, Paris, France. (July 11, 1930.)—Perfumes, shampoos, hair lotions, bath essence.

307,466.—Catherine L. Armstrong, doing business as Mme. Leontine, New York, N. Y. (Nov. 18, 1929.)—Toilet preparations.

307,479.—Crown Cork & Seal Co., Inc., Baltimore, Md. (Apr. 18, 1930.)—Caps and closure members for containers.

307,536.—H. L. Rivers, Moultrie, Ga. (Sept. 18, 1930.)—Preparation for use in promoting the growth of the hair.

TRADE MARKS

**PIERRE
JACQUET**
M 276,482

WICKSTICK
The Clean Stick for Candles
and Lamps
305,210
BATH-D-VELVET
305,870



305,462

SANO-BATH
307,283

RAYO
307,479

Venlox
307,566

MARGEROCA
308,085

Hy-Speed
M 278,683

NESTLE
M 279,489

PARISIA
306,062

PARK RIDGE
306,563



307,219

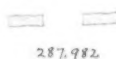


308,058



308,516

KEMAPURE
280,385



287,982



306,203



306,487



308,220

L'ÉPILOR VÉGÉTAL
290,505

Sunsap
295,506

SEVEN STAGE
302,104



306,763



307,184

ALCOA
307,879



307,568

Kosmoplast
291,091

'YEASTO'
299,850

Perchlaron
305,568

RICHIE LINE
306,710

111-111-111
307,795

FEUX FOLLETS
307,826
307,827

Mme. A. Vignat
306,774

DESERT NIGHT
308,467

AGNES NOREL
309,920

HALIOTERINE
308,549

HUR-GO
291,832

Chic
296,486

STYPTIK
306,735



306,956



307,070

307,575

LOXALITE
307,575

LEONTINES
307,466

FLOVERIS
304,908

OROMINT
302,662

ALCOA
306,735



307,880



307,536

307,575

ATOP
307,536

ATOP
307,536

307,568.—Joe Vidales, Laredo, Tex. (Oct. 6, 1930.)
—Laundry Soap.

307,586.—William H. Cramer, doing business as Venlox Products Co., Venice, Calif. (June 19, 1930.)—Face lotion.

307,595.—Hollywood Marvel Products Co., Hollywood, Calif. (Sept. 1, 1930.)—Shampoo.

307,795.—Harold Baylies, New York, N. Y. (Aug. 1, 1930.)—Mouth washes, gargles, tooth paste, and astringent lotions.

307,826.—Parfumerie Roger et Gallet, Societe Anonyme, Paris, France. (Apr. 18, 1930.)—Toilet soaps.

307,827.—Parfumerie Roger et Gallet, Societe Anonyme, Paris, France. (Aug. 18, 1930.)—Perfumery.

307,879, 307,880.—Aluminum Company of America, Pittsburgh, Pa. (May 21, 1930.)—Caps and closure seals for bottles and other containers.

308,058.—California Crushed Fruit Corp., Los Angeles, Calif. (Jan. 1, 1928.)—Extracts.

308,085.—Frank W. Roeca, Omaha, Nebr. (Sept. 15, 1930.)—Hair oil, preparation for the treatment of the scalp and invigorating the roots of the hair.

308,220.—Annie Porter, doing business as Madam Anna Porter, Chicago, Ill. (1918.)—Hair grower.

308,467.—Weaver-Jackson Co., Los Angeles, Calif. (Nov. 1, 1930.)—Perfumes.

308,516.—A. & F. Pears Limited, Isleworth, Eng. Under 10-year proviso. (Jan. 1865.)—Soaps.

308,589.—Lambert Pharmacal Co., Wilmington, Del., and St. Louis, Mo. (Mar. 10, 1926.)—Antiseptic and Deodorant mouth wash.

M278,682.—Gimbel Brothers, Inc., New York, N. Y. (Serial No. 289,790. Feb. 1, 1929.)—Toilet preparations.

M278,683.—Samuel Alsop, doing business as Alsop Engineering Co., New York, N. Y. (Serial No. 286,849. 1923.)—Electrically-driven agitators for moving liquids and semiliquids adapted for use in mixing, bottle filling, filtering, and pumping, parts thereof, and electric motors therefor.

Patents Granted

1,785,054. Process of Producing Soap Powder From Soap Stock High in Fatty Acid. Clement K. Stodder, Brookline, Mass. Filed Aug. 28, 1928. Serial No. 302,632. 7 Claims. (Cl. 87—16.)

1. A cold process of producing soap powder from a semi-plastic, moisture-containing soap stock which comprises dividing the plastic soap stock into pieces of large surface areas relatively to the mass of said pieces, embedding said pieces in a dehydrated powdered alkali having an affinity for the moisture in said moist soap stock, and aging the mixture to permit the alkali to absorb a substantial proportion of the moisture and thereby render the soap stock brittle and then reducing the mixture to a desired fineness.

1,785,303. Vanity Case. George Walter Dunnican, Bloomfield, N. J., assignor to Dorothy Gray, Inc., a Corporation of New Jersey. Filed July 16, 1929. Serial No. 378,793. 6 Claims. (Cl. 132—83.)

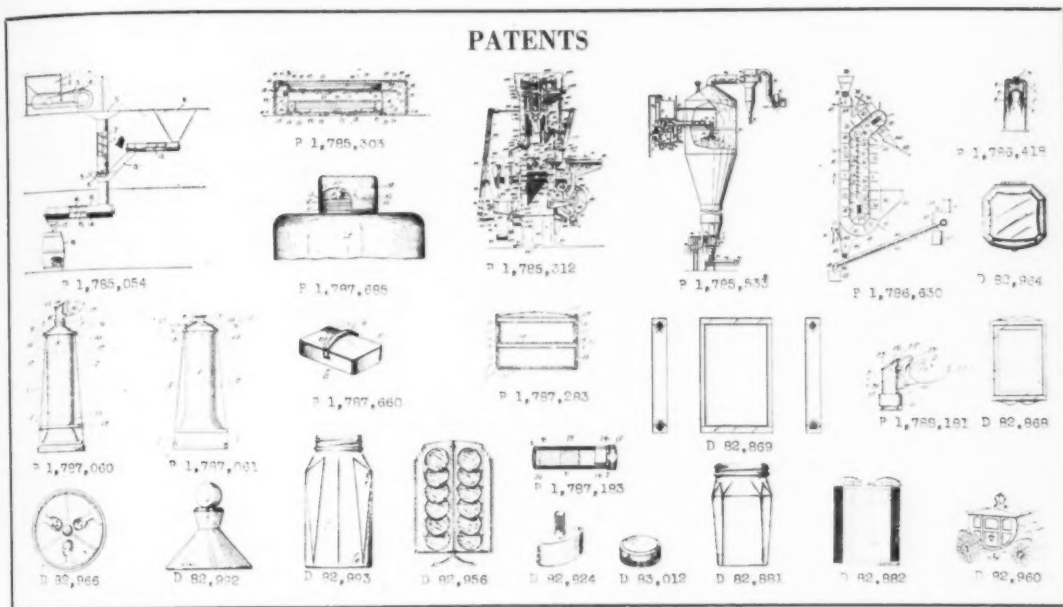
6. A vanity case comprising a casing formed with external walls forming the edges thereof, internal walls parallel with and spaced from said external walls and defining a powder chamber, said internal walls of less height than said external walls, a slidable perforated diaphragm supported on the inner edges of said internal walls and separating said powder chamber from a powder puff chamber, means overlying said diaphragm to guide its movement and forming a portion of the puff chamber enclosure, a cover for said puff chamber hinged upon the casing, a projection upon said cover extending beyond the hinge acting upon an edge of said diaphragm

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:
M278,489.—The Nestle-Le Mur Co., New York, N. Y. (Serial No. 296,608. 1916.)—Toilet preparations.

PATENTS



in one of the spaces between said walls to cause movement of said diaphragm when the cover is opened, a cover for said powder chamber, a plate for pressing powder toward said diaphragm and a spring abutting said last named cover to move said plate.

1,785,312.—Soap Press. Ruel Anderson Jones, Covington, Ky., assignor to R. A. Jones & Company, Inc., Covington, Ky., a Corporation of Kentucky. Filed Oct. 8, 1928. Serial No. 310,965. 40 Claims. (Cl. 25—7.)

1. In a machine for successively pressing bars of plastic material, a magazine supporting a stack of said bars, carrier means for transporting the lowermost bar of the stack from the magazine, a pair of dies disposed transverse to the path of movement of said carrier means, one die reciprocable toward and from the other die, said latter die mounted for oscillation transverse to the pressing movement of the reciprocable die for ejecting the pressed article, and a conveyor moving laterally away from the forward side of the dies.

1,785,533. Soap Manufacture. Julius A. Schwantes, Wauwatosa, Wis., assignor to Colgate-Palmolive-Peet Company, Chicago, Ill., a Corporation of Delaware. Filed June 28, 1928. Serial No. 288,951. 3 Claims. (Cl. 87—16.)

1. The method of making shredded soap which comprises beating a mixture of hot, semifluid soap and air, under pressur, into a frothy condition, delivering the mixture so formed to a shredder, shredding said soap while in its semifluid condition, and drying said shreds as non-adhering entities.

3. The method of making shredded soap which comprises delivering soap in semi-fluid condition to a shredder, shredding the soap as it is discharged from the shredder, drying the shredded soap particles by downward descent in an upwardly moving current of heated air, and inducing a downward flow of the drying air adjacent the shredder to prevent deposition of soap particles thereon.

1,786,418. Face Paint or Fard Distributor with Stump. Pierre Baquey, otherwise known as Gaston Baquey, Colombes, France. Filed July 2, 1929. Serial No. 375,490, and in Luxemburg July 5, 1928. 4 Claims. (Cl. 132—82.)

4. In a face paint or fard distributor with stump, the combination of a body carrying the stump, a cap adapted to slidably fit on the said body and to cover the said

stump, a removable cup in the said cap and open on the side of the latter having an opening, two side fixed springs in the said cap and adapted to hold the said cup, a screw screwed in the bottom of the said cup and fitted in the bottom of the said cap, a sachet-sieve in the said cap for containing face paint in powder-form, the arrangement being such that the said stump may enter the said cup.

1,786,630. Perfumery. Ebenezer Emmet Reid, Baltimore, Md. Filed Oct. 31, 1922. Serial No. 598,094. 14 Claims. (Cl. 87—28.)

1. The process of abstracting odors from flowers which comprises exposing divided adsorbent mineral gel in the presence of the flowers, thereby adsorbing the vaporous flower odors in the gel.

14. A preparation of the character described, comprising adsorbent silica gel impregnated with vaporous flower odors.

1,786,922. Production of Thymol. Walter Schoeller, Berlin-Westend, and Hans Jordan, Berlin-Steglitz, Germany, assignors to the Firm Chemische Fabrik auf Actien (vorm. E. Schering), Berlin, Germany. Filed June 20, 1927, Serial No. 200,297, and in Germany June 29, 1926. 2 Claims. (Cl. 260—154.)

1. The process of producing alkyl isopropyl phenols comprising acting on an alkyl-isopropylene phenol at about 160° C. in the presence of a hydrogenation catalyst with hydrogen, until 2 hydrogen atoms have entered into combination.

1,787,060. Attachment for Containers. Frank Wolf, New York, N. Y. Filed Dec. 24, 1928. Serial No. 328,102. 11 Claims. (Cl. 221—60.)

1. An attachment for a collapsible tube with a soft body and a comparatively rigid top having an outlet nipple at the center and a bead-flange at the periphery of the top; the attachment being shaped to be put over said top and to constitute a sheathing for said top and outlet nozzle, and retaining means adapted to afford and maintain an engagement with the attachment to hold it in place on the bead flange.

1,787,061. Accessory for Containers. Frank Wolf, New York, N. Y. Filed Dec. 24, 1928. Serial No. 328,103. 7 Claims. (Cl. 221—60.)

1. A soft collapsible tube comprising a rigid top with a bead-flange at the periphery of the top, an attachment for the tube to engage the flange at the top, and an

accessory member for the top extending past the flange to grip the attachment and hold it in engagement with the tube.

1,787,183. Cosmetic Holder. Henry W. Wild and Philip A. Reutter, Waterbury, Conn., assignors to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Apr. 7, 1928. Serial No. 268,109. 3 Claims. (Cl. 220—31.)

1. In a cosmetic holder, an outer casing having a bead, an inner casing extending above the bead of the outer casing, a cutout in the outer casing extending through the bead, and a cap having an integral extension shaped to form a pivot wider than the cutout and frictionally held in the bead by and between the outer and inner casings and hinging the cap to the holder.

1,787,283. Multiple-Compartment Container. Gustavus A. Pfeiffer, New York, N. Y. Filed Sept. 25, 1929. Serial No. 394,938. 4 Claims. (Cl. 132—82.)

4. In a multiple compartment face powder box, the combination with a lower powder container having a seal forming its upper closure member thereof, an outer shoulder along its lower peripheral edge, there being a supply opening in the bottom thereof, and a permanent seal for said supply opening after the powder has been received, of an intermediate portion having an upper powder container and a cover member for a lower powder container, the upper powder container having a seal formed in its upper closure member and a shoulder along its lower peripheral edge, and an upper cover for the upper powder container, the lower edge of the cover member of the intermediate portion engaging the shoulder of the lower powder container and the lower edge of the upper cover member engaging the shoulder of the upper powder container to form spaces above the seals of said powder containers.

1,787,660. Soap Cake. Bertha E. Blakeley, Norwich, N. Y. Filed Jan. 14, 1929. Serial No. 332,511. 1 Claim. (Cl. 87—23.)

A small cake of soap having an elastic loop attached thereto, said loop having one member extending across one face of the cake in position to be elastically engaged by one of the fingers of the hand and having its other member anchored in the body of the cake, so that the cake may be held in the palm of the hand without grasping it by the fingers, thereby leaving the fingers free to be used for other purposes.

1,787,685. Stopper or Closure for Receptacles. Ernest S. Johnson, Webster City, Iowa, assignor to Knapp-Monarch Company, St. Louis, Mo., a Corporation of Missouri. Filed Sept. 11, 1926. Serial No. 134,794. 16 Claims. (Cl. 220—24.)

4. In a stopper of the class described a cup-shaped main body portion formed of sheet metal adapted to fit over and threadedly engage a neck of a receptacle, an inverted sheet-metal hollow member.

1,788,181. Closure for Collapsible Tubes and Other Receptacles. Frank Wolf, New York, N. Y. Filed Aug. 20, 1928. Serial No. 300,892. 6 Claims. (Cl. 221—60.)

2. A closure for collapsible tubes, consisting of an outlet member having a curved end with a discharge orifice, a cap for the discharge end of the orifice, and a holder of the cap.

Designs Patented

82,824. Bottle or Similar Article. William W. Hobé, New York, N. Y. Filed Oct. 29, 1929. Serial No. 33,205. Term of patent 3½ years.

82,868. Vanity Case or Analogous Article. David H. Zell, Brooklyn, N. Y. Filed July 23, 1930. Serial No. 36,447. Term of patent 3½ years.

82,869. Vanity Case or Analogous Article. David H. Zell, Brooklyn, N. Y. Filed July 23, 1930. Serial No. 36,448. Term of patent 3½ years.

82,881. Jar. Edwin Wendell Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio. Filed Oct. 9, 1930. Serial No. 37,204. Term of patent 14 years.

82,882. Atomizer. Charles S. Gage, Tarrytown, and Charles T. Maeding, Elmhurst, N. Y., assignors to

Lentheric, Incorporated, New York, N. Y., a Corporation of New York. Filed Oct. 16, 1930. Serial No. 37,277. Term of patent 7 years.

82,933. Jar. Edwin Wendell Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio. Filed Oct. 27, 1930. Serial No. 37,398. Term of patent 14 years.

82,956. Advertising Powder-Puff-Display Stand. Samuel L. Pomerantz, Brooklyn, N. Y. Filed July 21, 1930. Serial No. 36,421. Term of patent 7 years.

82,960. Face-Powder Container. Albert E. Sierad, New York, N. Y., assignor to George W. Button Corporation, New York, N. Y., a Corporation of New York. Filed Nov. 6, 1930. Serial No. 37,576. Term of patent 7 years.

82,964. Vanity Case. Simon Morrison, New York, N. Y. Filed Oct. 3, 1929. Serial No. 32,919. Term of patent 14 years.

82,966. Box. Neal R. Andrews, New York, N. Y., assignor to Marinello Company, New York, N. Y., a Corporation of Delaware. Filed Oct. 2, 1930. Serial No. 37,110. Term of patent 3½ years.

82,992. Bottle. Alice McL. Jones, New York, N. Y., assignor to Pinaud Incorporated, New York, N. Y., a Corporation of New York. Filed Feb. 6, 1930. Serial No. 34,439. Term of patent 14 years.

83,012. Molded Bottle Cap. George K. Scribner, Boonton, N. J., assignor to Boonton Molding Company, Boonton, N. J., a Corporation of New Jersey. Filed May 24, 1930. Serial No. 35,750. Term of patent 14 years.

Alcohol Regulations Issuance Again Postponed

(Continued from Page 666)

prohibition States, its strictness on the sale of alcohol being considerably more severe than those obtaining in the Volstead and other national prohibition acts, and surpassing those of most States. Information available here reveals the situation as follows:

For some years the sale of such alcohol-containing products, containing more than 15 per cent, as perfumes, patent medicines and other licensed preparations ordinarily sold generally by a variety of dealers has been confined, in West Virginia, to drug stores holding licenses to dispense liquors, this law being self-contradicting in itself as nothing that could be used for beverage purposes could be handled under any circumstances.

One point considered significant in this case is that a liquor dealer's license entails an annual fee reported to be fifty dollars, which means that this must be a profitable source of revenue for the State.

No limitation was applied, heretofore, to the use of these preparations in barber shops and places where their use was confined to application by an attendant.

Early in December, however, the regulations were revised by the State director of prohibition to be effective Jan. 1.

A group of interested parties retained counsel and applied for an injunction against operation of the new regulation, which, it is understood here, now is pending in the courts.

Regardless of the outcome of that case, no change in the Federal regulations are anticipated, as those charged with enforcement for the Federal government will not attempt to extend their activities beyond those specifically required by law and, at the same time, the Congress is not considering further extension of the limits applied to permit dealers.

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Eyglo Co., Borough of Manhattan, N. Y., cosmetics, 300 shares common stock. W. W. Young, 2 Lafayette street, New York, N. Y.

Miriam C. Acker & Co., Borough of Manhattan, N. Y., cosmetics, \$50,000. Lamb & Lord, 25 Broadway, New York, N. Y.

Reliable Prescriptions Co., Freeport, N. Y., cosmetics, \$5,000. A. Wilson, 25 West 43rd street, New York, N. Y.

The Fragrance Co., Inc., Newark, N. J., manufacture cosmetics, \$50,000. Joseph Seibel, Newark, N. J.

Pure Citrus Fruit Juice Corp., Borough of Manhattan, N. Y., 100 shares common stock. Kramer, Burke & Galgano, 130 West 42nd street, New York, N. Y.

Rommel, Inc., Jersey City, N. J., perfumeries. Maurice J. Cronin, Jersey City. 100 shares common stock.

Cordes-Reuther, Buffalo, N. Y., cosmetics, \$20,000. Locke, Babcock, Hollister & Brown, Buffalo, N. Y.

I. Moscovitz, Brooklyn, N. Y., cosmetics, \$10,000. C. Entmacher, 949 Broadway, New York City.

Max Seiderman, Brooklyn, N. Y., perfumes, 200 shares common stock. Conrad, Rubin & Lesser, 150 Broadway, New York, N. Y.

Tu-Lipstick, Borough of Manhattan, N. Y., cosmetics, 200 shares common stock. W. Bernstein, 25 West 43rd street, N. Y. C.

Empire State Beauty Parlor, Borough of Manhattan, N. Y., \$10,000. Lesser & Lesser, 521 Fifth avenue, New York, N. Y.

Niel Nielsen Co., Buffalo, N. Y., beauty parlor, barber supplies, 240 shares common stock. H. A. Rachlin, Buffalo, N. Y.

Melican & Co., 228 N. LaSalle street, Chicago, Ill. Capital \$25,000, soaps and soap products. Incorporators, D. M. Melican, Paul Brown, Patrick S. Donahoe.

Helen Dawn Company, 427 W. Randolph street, Chicago, Ill. Capital, \$50,000, cosmetics, perfumes, toilet articles. Incorporators, Wm. E. Duff, John E. Woodman and Kathryn Lyons.

Pearl White Products Co., 1682 Wright street, Chicago, Ill. Capital, \$1,000, soaps, tallow greases, lime potash, starches, etc. Incorporators, Thomas E. Maley, J. W. Mordy, Maurice Veuve.

Jean Wallace Butler, Inc., 901 Palmolive Bldg., Chicago, Ill., cosmetics and kindred articles. Incorporators, B. A. Brown, R. A. Roberts, C. L. Stocklin.

California Perfume Co., Manhattan, N. Y., changed to Allied Products.

Dollup Perfumery Co., Manhattan, N. Y., has increased its capitalization from \$5,000 to \$50,000.

Business Troubles

Max David Miller, 88 East 96th street, New York, doing business as Carnegie Hill Pharmacy. Liabilities, \$44,383; assets, \$12,896, main item being fixtures, \$10,000 subject to chattel mortgages amounting to \$35,495.

Samuel J. Allison, 24 Fifth avenue, and 33 Washington place, New York, N. Y., druggist. Liabilities, \$31,058; assets, \$4,700, main items being accounts, \$4,500.

Irving Silver, 205 East 167th street, N. Y. C., drugs and luncheonette. Liabilities, \$12,638; assets, \$2,289.

Herman Watkins, 43-22 Forty-fifth street, Long Island City, N. Y., pharmacist. Liabilities, \$8,864; no assets.

Jackson Park Drug Company, Chicago, Ill., voluntary, no schedules.

Edgert W. Pindar, Sparkill, N. Y., druggist. No schedules filed.

Harry Rothman, 27 East 175th street, New York City, drugs, by Squibb & Sons, Inc., for \$1,112; Sam Thompson-Gibson Distilleries Co., Inc., \$106; Louis Rosenblatt, \$90.

Ladifair Beauty Shop, Inc., 400 West Madison street, Chicago, Ill. Voluntary. No schedules filed.

Prudential Drug Co., Inc., 472 Seventh avenue, New York City, has made an assignment to Philip Slavitt, 152 West 42nd street.

Jacob Kopp, 401 Troy avenue, Brooklyn, pharmacy, has made an assignment to Louis Markowitz, 104 Linden Boulevard, Brooklyn, N. Y.

Sidney Dorfman and Mary Berkman, conducting a drug store at 314 West 23rd street, New York City, have assigned to Louis B. Cohen, 1866 Seventy-seventh street, Brooklyn, N. Y.

George Lyons, 1806 Stillwell avenue, Brooklyn, retail drug store business, has made an assignment to Louis Wolpow, 410 Eastern Parkway, Brooklyn, N. Y.

Salvatore J. Piazza, trading as Parkway Pharmacy at 3230 Bainbridge avenue, Brooklyn, has assigned to Irving Levine, 2 Lafayette street; Frederick Katz, 2 Lafayette street, attorney for the assignee.

David F. Fitzgerald of New Haven, Conn. vs. Jean Stuart Cosmetics, Inc., a Connecticut corporation located at New Haven, Conn. "Notice is hereby given that by order of the Superior Court for New Haven County in the above entitled case made on January 9, 1931, I was confirmed as permanent receiver of Jean Stuart Cosmetics, Inc., and the Court further ordered and adjudged that four (4) months from and after said date (January 9, 1931) be limited for the presentation to me as such receiver of all claims against said corporation.

"Claims of creditors should therefore be sent to me at the address given below on or before the 9th day of May, 1931." Signed by Stanley Dunn, 195 Church st., New Haven, Conn.

U. S. a Large Supplier of Toiletries to Ecuador

There are several quite large and well-stocked drug stores in the leading cities of Ecuador. It is reported that the United States supplies approximately 60 per cent of the proprietary medicines and pharmaceutical specialties sold in the country. American petroleum jelly and powdered milk are also in demand. American toilet preparations are fairly well distributed. The average yearly value of exports of American medicinal and toilet preparations to Ecuador, according to United States export statistics, during the period of 1927-29, inclusive, were \$123,000 and \$40,000 respectively.—(Commercial Attache Chas. N. Cunningham, Lima).

Grasse Report for January

From Our Own Correspondent

THE year was borne to its close on a wave of pessimism. Yet one cannot say that the month of December was a bad one as some interesting and sizable business was done in flower and essential oil products; but this flurry is the same that breaks out every year before the wind-up of the business year, owing to the practice of certain markets of renewing their stocks at this time. However slight consumption may be, it manages finally to cut down stocks to where they need renewal; hence the activity shown by our market was only transitory.

We have passed the holiday season when the factories close down for a number of days. The Christmas and New Year's closing was longer this season than usual, something which was not at all relished by the workers, among whom the dread of unemployment is already beginning to make itself evident.

But we should look facts in the face. We have had our fat years of plenty and we are now in the midst of the lean years that follow. Every crisis, however, has its ordained cycle: its beginning, its middle and its end. We must not place our hopes too high yet we must give 1931 a chance to prove itself. This attitude we share with many of our American friends.

Jasmin

Whereas the weather in November was exceptionally mild, December brought the first days of cold, and some very welcome rain. Snow has also put in an appearance, the mountain-tops along the Italian frontier being capped with a crown of dazzling white. At Grasse the maximum registered dropped to 59° F., and the thermometer has not yet gone below 35° F. This drop in temperature has affected the stems of the jasmin but without in any way damaging the stalks which have been kept propped ever since the picking was over. At this period of the year many perfume plants are at rest.

Jonquil

The jonquils take advantage of days when the sun is strong in order to begin to develop their floral stems, especially where they are well exposed. The violet plants already boast some flowers and the mimosa promises not to linger far behind.

Rose

Vegetation in the rose gardens shows a tendency to break out, but taken as a whole it is too early to predict how these crops will develop.

The market for flower and essential oil products is depressed and there is no such thing as a market price. The demand is so weak that prices cannot be maintained and for the selfsame product quotations differ greatly among the producers, especially on essential oils. Some of the latter may undergo a turn for the better on account of the gradual exhaustion of stocks,

if the coming crops should be inadequate because they do not pay their way.

Lavender

The lavender market is most affected by the crisis. Nevertheless some large purchases were made in the course of the month without any observable reaction. Many distillers will not make up their minds to suffer a loss on their production price and prefer to hold out. The aspic is unchanged.

A progressive rise is foreseen on clary sage if the producers continue in their purpose not to prepare this plant for the coming campaign. Neroli is firm while petitgrain is slightly easier. Unless a frost should come to damage the oranges, next season's output is going to head toward a decline, as we doubt if the market will pay for the blossom at the same price. The various sources of mint report nothing new. Grasse geranium is little in demand. There is a large stock available of first grade Bulgarian otto of rose.

Among flower products, jasmin concrete promises to hold out until the next crop at about present prices, the tuberose the same. Orange is a little lower. Rose is firm with an upward tendency as the crop is expected to be insufficient. We do not expect the spring crop to change the prices of cassie concrete. The market seems to be going easy on concrete of violet leaves. Victoria violet concrete is unavailable, and the fast approaching crop shows every sign of being this year what it has been for the past several years: an insignificant one, presenting no great change in prices.

Netherland East Indies Import Nearly Quarter of Million Dollars Worth of Synthetic Aromatics

In 1929, the Netherland East Indies imported \$220,000 worth of synthetic aromatics. This includes both perfume materials (\$155,000) and flavors (\$65,000) of synthetic origin:

1929 IMPORTATION INTO NETHERLAND EAST INDIES OF:

	Synthetic Perfumes		Synthetic Flavors	
	Pounds (Gross W't)	Value	Pounds (Net W't)	Value
Germany	82,821	\$63,209	5,773	\$5,186
Netherlands	57,037	46,186	33,561	47,837
France	29,170	35,780	2,695	2,589
Great Britain	803	1,252	4,187	6,729
United States	6,162	3,102	948	1,384
Other countries	2,957	5,200	2,015	1,436
Total	178,950	\$154,738	49,179	\$65,161

Coumarin ranks among the leading synthetic aromatics imported. It is used in flavoring tobacco, and the bulk of the demand for the product is met by imports from the United States. A list of tobacco manufacturers in the Netherland East Indies is on file in the Chemical Division and may be obtained by accredited United States firms upon application.—(Trade Commissioner Don C. Bliss, Batavia).



Synthetics and Derivatives

THERE has been a gain in business, both in the number and the size of the orders received. And this business seems to be reasonably profitable as well, for, while there have been declines in the prices of synthetics, the market for them has not dropped to the levels generally reached by the market for essential oils. Derivatives have generally been weaker than have the straight synthetic products, a natural result from the steadily declining tendency of the raw materials.

The trade anticipates a general gain in business during the early part of the year but is not optimistic regarding the possibility of a sustained broadening of the demand at this time. It is felt that when present urgent needs are satisfied and bargain hunters are no longer in the market, there will be a period of quiet business which may have more effect on prices than has the collapse of other commodity values and of the quotations on essential oils during the last few months.

Anethol continues rather weak and unsettled. Shading is reported on new business in some quarters and offers for forward delivery have been reported at below current spot levels. This, of course, is due principally to the fact that prices of raw material are easier. Linalool is in quiet demand and prices can be shaded on substantial orders. The inquiry for geraniol is also rather light and business in it has been confined to some fair purchases of the cheaper grades by soap interests. This business is not as heavy as it was during the period when citronella and lemongrass were less attractive purchases for the soap trade.

There has been no change in artificial musks. They remain at recently quoted prices and the market is generally in the hands of the domestic interests. Fair business in musk xylol is reported but not so much in ambrette and ketone. Prices have been cut on amyl cinnamic aldehyde in competition some manufacturers being willing to take on business at very low levels. This has not resulted in much in the way of consuming orders, however. Menthol is a little easier owing to the competition of one house which is selling below replacement costs in Japan and thereby making it difficult for the importers to do business.

Higher aldehydes and alcohols are in very light demand with orders small and inquiries for sample lots more prominent than actual consuming business. Prices remain at about the recently prevailing levels. Less inquiry for phenyl ethyl alcohol is reported and rhodinol as well is in somewhat lighter request.

Other materials on the list are unchanged. They seem to be moving in fair volume at current prices and for the time being, the market is fairly satisfactory.

Essential Oils

THERE has been an improvement in the demand for essential oils since the turn of the year and during the first two weeks in January, business has been fairly good. A large number of small orders have come through the usual channels and with them has been some substantial business as well.

This gain in the demand is interpreted in various ways by the trade. Some profess to see the beginning of an upward swing in business which is to have an effect upon prices and bring the trade back to more nearly normal levels both in tonnage and value. Others, somewhat less optimistic, feel that present buying for replenishment of depleted stocks would be checked at once by any advancing tendency, pointing out that the substantial business which has come through during the last few weeks has been almost entirely in products, the prices of which are far below normal and distinctly on the bargain side of the market. Still others believe that a spurt of buying during January is likely to be succeeded by another period of dullness as soon as pressing needs of the consumers are satisfied for the time being.

Whatever may have been the reason for the gain in volume of business, it has not been accompanied by any like gain in the average level of prices. Business has resulted rather in a series of cuts and shadings by houses anxious to move supplies and the price average now is lower, although not by much than that which prevailed at the time of our last review. Hence, the business, although greatly improved in tone, is far from profitable to manufacturers, dealers and importers, a situation which must be corrected before a really healthy market is established.

In floral oils, there has been a tendency to shade quotations and in some instances to establish lower prices. This has been due more to the effect of selling pressure from houses who have stocks both here and in Europe than to any quietness in the market. Somewhat less than normal quantities of many floral products are being moved into consumption both here and abroad with the result that producers find it difficult to dispose of their goods and clear the way for the new crops which will begin in March and spread through the coming October. Lavender is cheaper, although fair prices are being secured for high test oil. Rose has been shaded by some sellers. Jasmin products can be had at concessions.

The domestic group has been without much feature. There has been some light buying of spearmint and peppermint, but the large consumers have apparently

(Continued on Page 734)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$2.75@	\$2.90
S. P. A.	3.15@	3.25
Sweet True	.55@	.65
Apricot Kernel	.33@	.38
Amber, crude	.30@	.35
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica Root	32.00@	37.50
seed	28.00@	33.00
Anise, tech.	.75@	Nom.
lead free, U. S. P.	.82@	.90
Araucaria	1.75@	1.85
Aspic (spike) Spanish	1.00@	
French	1.40@	
Balsam Peru	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil	50.00@	
Bay, Porto Rico	2.15@	2.35
West Indies	2.15@	2.35
Bergamot	2.45@	2.55
Birch, sweet N. C.	1.90@	2.15
Penn and Conn.	3.00@	4.00
Birchtar, crude	.15@	
Birchtar, rectified	.50@	.55
Bois de Rose	.90@	1.45
Cade, U. S. P.	.30@	.35
Cajeput	.75@	1.20
Calamus	3.10@	3.35
camphor "white"	.21@	.26
sassafrassy	.21@	.26
Cananga, Java native	2.65@	3.00
rectified	3.35@	3.75
Caraway Seed, recti-		
fied	1.70	
Cardamon, Ceylon	36.00@	
Cascarilla	65.00@	
Cassia, 80@85 per cent	1.15@	Nom.
rectified, U. S. P.	1.35@	1.50
Cedar Leaf	1.00@	1.25
Cedar Wood	.49@	.53
Cedrat	4.15@	
Celery	8.00@	10.00
Chamomile (oz.)	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	11.50@	15.00
Cinamon, Leaf	2.25@	
Citronella, Ceylon	.50@	.55
Java	.58@	.63
Cloves Zanzibar	1.95@	2.15
Cognac	22.00@	28.00
Copaiba	.68@	.75
Coriander	6.00@	6.25
Croton	6.00@	Nom.
Cubebs	3.20@	3.50
Cumin	7.50@	8.00
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.75@	5.00
Dillseed	4.00@	5.50
Elemi	1.65@	
Erigeron	1.75@	2.00
Estragon	38.00@	
Eucalyptus Aus.		
(U. S. P.)	.42@	.50
Fennel, Sweet	1.30@	1.45
Galbanum	26.00@	
Gallangal	24.00@	
Geranium, Rose,		
Algerian	4.25@	4.50
Bourbon	4.45@	5.00

Geranium, cont.

Spanish	16.00@	
Turkish (Palma		
Rosa)	3.20@	3.40
Ginger	5.40@	5.65
Gingergrass	3.00@	3.15
Grape Fruit	5.25@	6.00
Guaiac (Wood)	2.85@	
Hemlock	1.20@	
Hops	10.00@	14.00
Horsemint	4.25@	
Hyssop	24.00@	
Juniper Berries, recti-		
fied	2.10@	2.50
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	2.40@	4.50
Garden	.50@	.55
Lemon Italian	1.10@	1.40
Calif.	.95@	1.15
Lemongrass	.80@	.95
Limes, distilled	8.25@	9.25
expressed	17.00@	20.00
Linaloe	2.35@	2.55
Lovage	27.50@	
Mace, distilled	1.40@	
Mandarin	5.75@	9.00
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	10.00@	12.00
artificial	1.80@	2.00
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	170.00@	240.00
Petale, extra	200.00@	295.00
Niaouli	3.60@	
Nutmeg	1.40@	
Olibanum	6.50@	
Orange, bitter	2.90@	3.00
sweet, W. Indian	2.40@	2.75
Italian	2.75@	3.00
Spanish	3.20@	3.50
Calif. exp.	3.00@	3.15
dist.	1.30@	1.60
Origanum, imitation	.50@	.85
Orris Root, concrete		
domestic (oz.)	7.00@	9.00
foreign (oz.)	7.00@	9.00
Orris Root, absolute		
(oz.)	90.00@	100.00
Orris Liquid	22.00@	28.00
Parsley	8.00@	9.25
Patchouli	5.85@	6.85
Pennyroyal, American	1.85@	2.15
French	1.30@	
Pepper, black	10.25@	
Peppermint, natural	2.15@	2.40
redistilled	2.30@	2.65
Petitgrain, So. Amer.	1.45@	1.75
French	2.40@	2.65
Pimento	2.50@	3.00
Pine cones	3.75@	
Pine needle, Siberia	.71@	.80
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.55@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	13.50@	22.50
Rosemary, French	.55@	.60
Spanish	.38@	.43
Rue	3.15@	
Sage	3.00@	

Sage, Clary	135.00@	Nom.
Sandalwood, East In-		
dia	8.50@	9.00
Australia	5.90@	6.60
Sassafras, natural	1.40@	2.00
artificial	.29@	.34
Savin, French	2.35@	2.60
Snake Root	11.50@	13.00
Spearmint	3.00@	3.25
Spruce	1.20@	
Styrax	12.00@	
Tansy	3.70@	4.00
Thuja	1.75@	
Thyme, red	.90@	1.20
White	1.05@	1.55
Valerian	8.00@	10.00
Verbena	3.75@	7.00
Vetivert, Bourbon	5.50@	8.50
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.80@	2.00
Wintergreen, South-		
ern	4.00@	
Penn. and Conn.	7.75@	8.50
Wormseed	4.15@	4.50
Wormwood	5.75@	6.25
Ylang-Ylang, Manila	30.00@	32.00
Bourbon	6.00@	10.00

TERPENELESS OILS

Bay	5.75@	6.00
Bergamot	10.00@	11.00
Clove	5.25@	
Coriander	23.50@	
Geranium	9.00@	13.50
Lavender	10.00@	
Lemon	9.00@	17.00
Lime, Ex.	75.00@	
Orange, sweet	85.00@	100.00
bitter	90.00@	115.00
Petitgrain	5.75@	6.50
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII.	3.60@	
Alcoholic	3.50@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	4.60
Malefern	1.45@	1.60
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.50@	4.00
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	20.00@	40.00
C 9	40.00@	70.00
C 10	30.00@	50.00
C 11	35.00@	60.00
C 12	25.00@	50.00

ice)

Nom.

9.00

6.60

2.00

.34

2.60

13.00

3.25

4.00

1.20

1.55

10.00

7.00

8.50

25.00

2.00

8.50

4.50

6.25

32.00

10.00

6.00

11.00

13.50

17.00

100.00

115.00

6.50

3.75

35.00

5.00

4.60

1.60

15.50

28.00

18.00

4.60

8.75

4.00

40.00

70.00

50.00

60.00

50.00

Aldehyde C 8	55.00@	
C 9	80.00@140.00	
C 10	50.00@ 82.00	
C 11	72.00@ 77.00	
C 12	75.00@105.00	
C 14 (so-called)	15.00@ 35.00	
C 16 (so-called)	20.00@ 40.00	
Amyl Acetate	.85@ 1.00	
Amyl Butyrate	1.40@ 1.75	
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	5.00@ 7.50	
Amyl Formate	1.75@ 2.00	
Amyl Phenyl Acet.	5.00@ 5.75	
Amyl Salicylate, dom.	1.15@ 1.45	
foreign	1.65@	
Amyl Valerate	3.00@ 3.50	
Anethol	1.60@ 2.00	
Anisic Aldehyde, dom.	3.70@	
foreign	3.70@ 4.00	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@ 1.90	
Benzophenone	3.00@ 5.50	
Benzylidenacetone	2.50@ 4.00	
Benzyl Acetate, dom.	.85@ 1.00	
foreign	.85@ 1.25	
Benzyl Alcohol	1.20@ 2.00	
Benzyl Benzoate	1.05@ 2.00	
Benzyl Butyrate	5.50@ 6.25	
Benzyl Cinnamate	7.00@ 9.00	
Benzyl Formate	3.35@ 3.60	
Benzyl Iso-eugenol	18.00@ 27.00	
Benzyl Propionate	2.00@ 5.50	
Borneol	2.65@ 3.00	
Bornyl Acetate	2.60@ 3.35	
Bromstyrol	4.00@ 5.00	
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.75@ 4.25	
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.10@ 3.75	
Cinnamic Aldehyde	2.75@ 4.25	
Cinnamyl Acetate	10.00@ 12.00	
Cinnamyl Butyrate	12.00@ 14.00	
Cinnamyl Formate	13.00@	
Citral C. P.	2.75@ 3.00	
Citronellol, dom.	3.75@ 4.00	
Citronellal	2.85@ 3.25	
foreign	3.75@ 5.00	
Citronellyl Acetate	6.00@ 10.00	
Coumarin	4.00@	
Cuminic Aldehyde	62.00@ .36	
Dibutylphthalate	.30@ .37	
Diethylphthalate	.32@	
Dimethyl Anthrani-		
late	6.25@ 7.00	
Dimethyl Hydroqui-		
none	4.00@ 6.00	
Dimethylphthalate	.65@	
Diphenylmethane	1.75@ 2.45	
Diphenyloxide	1.20@	
Ethyl Acetate	.50@ .55	
Ethyl Anthranilate	5.50@ 6.00	
Ethyl Benzoate	1.80@	
Ethyl Butyrate	1.50@	
Ethyl Cinnamate	3.50@	
Ethyl Formate	1.00@ 1.25	
Ethyl Propionate	2.00@ 2.65	
Ethyl Salicylate	2.10@ 2.60	
Ethyl Vanillin	15.00@ 20.00	
Eucalyptol	1.00@ 1.15	
Eugenol	3.60@ 4.50	
foreign	3.50@ 4.50	
Geraniol, dom.	2.00@ 6.00	
foreign	2.10@ 5.00	
Geranyl Acetate	2.90@ 4.00	
Geranyl Butyrate	10.50@ 12.00	
Geranyl Formate	7.00@ 11.00	
Heliotropin, dom.	2.10@ 2.40	
foreign	2.50@	

Hydratropic Aldehyde	25.00@ 27.50	
Hydroxycitronellal	5.50@ 10.00	
Indol. C. P. (oz.)	2.65@ 5.00	
Iso-borneol	2.30@	
Iso-borneol Acetate	3.25@	
Iso-butyl Benzoate	2.75@ 3.25	
Iso-butyl Salicylate	3.00@ 6.00	
Iso-eugenol, dom.	5.00@	
foreign	5.00@ 6.00	
Iso-safrol	1.75@	
Linalool	2.65@ 3.25	
Linalyl Acetate 90%	3.75@ 4.25	
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@ 12.00	
Menthyl, Japan	4.00@ 4.45	
Synthetic	3.00@ 4.00	
Methyl Acetophenone	3.50@ 3.75	
Methyl Anthranilate	2.50@ 3.00	
foreign	2.90@	
Methyl Benzoate	1.85@ 2.25	
Methyl Cinnamate	4.10@ 4.50	
Methyl Eugenol	7.00@ 9.00	
Methyl Heptenone	6.50@ 8.00	
Methyl Heptene Carb.	20.00@ 36.00	
Methyl Iso-eugenol	8.50@ 12.50	
Methyl Octine Carb.	24.00@ 32.00	
Methyl Paracresol	6.75@ 7.50	
Methyl Phenylacetate	4.65@ 6.00	
Methyl Salicylate	.42@ .50	
Musk Ambrette	7.00@ 8.00	
Ketone	7.50@ 9.50	
Xylene	2.80@ 3.15	
Nerolin (ethyl ester)	1.50@ 1.75	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@ 6.00	
Paracresol Methyl		
Ether	7.00@ 8.00	
Paracresol Phenyl		
Acetate	14.00@ 20.00	
Phenylacetaldehyde		
50%	5.00@ 7.00	
imported	5.00@ 7.00	
100%	8.50@ 10.50	
Phenylacetic Acid	3.00@ 4.00	
Phenylethyl Acetate	9.00@ 13.00	
Phenylethyl Alcohol	4.50@ 5.00	
Phenylethyl Butyrate	16.00@ 20.00	
Phenylethyl Formate	18.00@	
Phenylethyl Propio-		
nate	18.00@	
Phenylethyl Valerate	20.00@	
Phenylpropyl Acetate	12.00@ 14.00	
Phenylpropyl Alcohol	9.00@ 14.00	
Phenylpropyl Alde-		
hyde	12.00@	
Rhodinol, dom.	8.00@ 20.00	
foreign	9.50@ 22.50	
Safrol	.32@ .36	
Santalyl Acetate	22.50@	
Skatol, C. P. .. (ob.)	9.00@ 10.00	
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P. dom.	.36@ .40	
imported	.36@ .53	
Terpinyl Acetate	.90@ 1.15	
Thymene	.35@	
Thymol	2.40@ 3.00	
Vanillin (clove oil)	5.15@ 6.00	
(guaiacol)	4.65@ 5.25	
Vetiveryl Acetate	21.00@ 25.00	
Violet Ketone Alpha.	5.00@ 10.00	
Beta	5.50@ 8.00	
Methyl	5.25@ 8.00	
Yara Yara (methyl		
ester)	1.50@ 1.75	

BEANS

Tonka Beans, Para..	1.00@ 1.25	
Angostura	2.00@ 2.15	

Vanilla Beans		
Mexican, whole ...	4.00@ 5.50	
Mexican, cut	3.25@ 3.50	
Bourbon, whole	1.00@ 2.00	
South American	3.00@ 3.25	

TINCTURES

Ambergris	18.00@ 24.00	
Benzoin	1.75@	
Civet	3.00@ 5.00	
Musk, nat	32.00@	
Orris, root	2.00@	
Balsam Tolu	1.50@	
Vanilla	3.00@	

SOLUBLE RESINS

Ambrette	18.00@	
Benzoin	2.75@ 4.00	
Castoreum	28.00@	
Chypre	13.00@	
Civet	80.00@	
Calbanum	6.00@	
Labdanum	6.00@ 7.00	
Myrrh	6.50@ 7.00	
Oak Moss	14.00@ 16.00	
Olibanum	3.50@ 6.00	
Opoponax	6.00@ 12.00	
Orris Root	18.00@ 35.00	
Patchouli	10.00@ 18.00	
Peru Balsam	6.50@	
Sandalwood	12.00@ 16.00	
Styrax	3.00@ 4.50	
Tolu Balsam	4.50@ 6.00	
Vetivert	15.00@ 25.00	

CERTIFIED FOOD COLORS

Amaranth	3.50@ 4.00	
Orange II	3.50@ 4.00	
Tartrazine	3.50@ 4.00	
Ponceau 3R	6.00@ 7.50	
Ponceau SX	5.00@ 5.25	
Indigo	15.00@	
Erythrosine	20.00@	
Guinea Green B.	15.00@	
Light Green, S. F.	25.00@	
Fast Green, F.C.F.	30.00@	
Yellow, A.B.	3.50@	
Yellow, O. B.	3.50@	
Sunset Yellow, F.C.F.	3.10@ 3.25	
Naphthal Yellow C.	8.00@	

SUNDRIES

Alcohol, Cologne		
spirits per gal.	2.62½@ 2.74½	
Ambergris black	Nominal	
gray	39.00@ Nom.	
Baudruche skins,		
gross	18.00@ 25.00	
Beaver Castor	8.00@ 12.00	
Castoreum	12.50@ 15.00	
Chalk, precipitated	.03½@ .06½	
Cherry laurel water,		
gal.	1.25@	
Civet, ounce	3.75@ 4.50	
Clay, English	.02½@ .03½	
Kaolin	.06@ .08	
Lanolin hydrous	.18@ .20	
anhydrous	.20@ .23	
Magnesium Stearate	.26@ .30	
Musk. Cab. pods		
ounce	22.50@ Nom.	
Cab., grained	Nominal	
Tonquin, pods	20.00@	
Tonquin, gr.	27.00@	
Orange flower water,		
gal.	1.50@	
Petrolatum, white	.06%@ .08%	
Rose water, gal.	1.25@	
Saponin	1.60@	

Talc, domestic, ton ..	18.00@	33.00	Orris Root, Verona ..	.16@	.20	Balsam, Para28@	.32
French	40.00@	45.00	powdered23@	.55	Balsam, Peru	2.00@	2.10
Italian	50.00@	65.00	Patchouli leaves25@	.90	Tolu	1.30@	1.40
Zinc oxide, U. S. P. .	.13½@	.15	Pecah Kernel meal ..	.35@		Fir. Canada, gal. .	12.00@	12.50
Zinc stearate24@	.28	Quince seed75@	.90	Oregon, gal.	1.50@	1.75
CRUDE DRUGS								
Almond Meal20@	.35	Reseda flowers, powd.	1.50@	1.65	Guarana	3.25@	3.65
Cardamon seed, decort	1.00@		Rhubarb Root, powd.	.35@	.65	Gum benzoin, Siam ..	1.30@	1.50
Henna, powdered16@	.35	Rice starch12@	.15	Sumatra40@	.45
Lavender flowers, se-			Rose leaves, red	1.20@	1.40	Gum galbanum	1.35@	1.50
lect45@	.60	pale50@		Gum myrrh25@	.40
ordinary30@	.35	Sandalwood chips45@	.50	Labdanum	3.50@	5.50
Orange flowers40@	1.00	Vetivert root30@		Olibanum, tears19@	.35
Orris root, Florentine	.20@	.25	Violet flowers95@	1.15	siftings12½@	.14
powdered25@	.70	GUMS AND BALSAMS			Styrax40@	3.35
			Balsam Copaiba, S. A.	.30@	.34	Venice turpentine,		
						true, gal.30@	

Essential Oils

(Continued from Page 733)

pretty well covered their needs and both the country and the spot are willing to consider bids on desirable business. There is still plenty of both of these oils available and unless large consumers find that they need more than they had anticipated, it would not be surprising to find the market next Spring faced with a fairly heavy carry-over.

The market on wormseed is inactive and prices can be shaded. It is anticipated that February and March will see some business, however, and stocks are by no means large. Wormwood is lower and does not seem to be moving.

The seed and spice group has been generally soft during the month. Some moderate business in clove oil is reported for the account of manufacturers of synthetics, but with the season generally over for both oils and spices, it is not to be expected that trading will be heavy. Anise is somewhat easier and so is cassia. Clove is holding, although there are reports of occasional shading on forward business. Ginger is easier. Mustard seed oil is steady, but the artificial product can be shaded a little. Caraway is slightly cheaper. Coriander is firm.

Citrus oils show little change. There is not much business in any of them and both lemon and orange show the effect of fairly heavy stocks coupled with a rather light demand. Offers from abroad are maintained, but in the face of cheaper domestic products, there is very little strength in the current situation. High quality bergamot is fairly firm, but there are ample stocks of medium and lower grade oil at cheap prices. Oil of limes is fairly steady, although to some the advance at the time of the West Indian cyclone seems to have been overcome.

Miscellaneous oils have been irregularly lower, although the demand for many of them, especially for those for winter consumption has been more active recently. Bois de rose and linaloe remain easy. Citronella is slightly lower in some quarters. Eucalyptus in large quantities can be had at slight concessions, although small buyers are generally not in a position to profit by this which applies principally to drums or better. Oil camphor is also slightly easier.

In general, the market presents a fairly active appearance with orders of small or moderate size coming in regularly, but, as has been said, there is little in the

business for the seller. Buyers are again urged to investigate the possibilities of securing supplies for future use at prices which are but likely to be equaled again in some time. Special attention is also called to the interesting report on essential oils contained in the article on the annual meeting of the Drug, Chemical, and Allied Trades Section of the New York Board of Trade. This appears on another page in this issue.

Vanilla Beans

Not much change in the situation has been reported since our last review. The market for Bourbons continues at low levels due to selling pressure from France which seems to have had its reflection among some holders here. Prices are at the lowest levels in many years and should be attractive to the consumers if they can be assured of the quality of the offers. Some beans of not particularly high grade have been available at exceptional prices but have not attracted much consuming attention. However, their effect upon the market has been unfavorable and quotations on the better types have been affected adversely. Mexicans remain steady and there has been a fair consuming movement in spite of the fact the prospects are for a large crop of good quality beans the coming season. Apparently, today's prices even though they are out of the usual relation to quotations on Bourbons, are proving attractive to many purchasers.

Crude Drugs and Sundries

The market is inactive and due to inventories, numerous bargains have been reported on items of general consumption. These consist of overstocks of merchandise being pressed for sale by their holders. This is an unfortunate but quite usual feature of the crude drug trade during early January and the prices reported in the market at the moment are not being quoted entirely in this review since they do not represent levels at which regular stocks of merchandise can be secured and will doubtless vanish from the market in the near future. Meanwhile, however, the situation is favorable for purchasing by buyers who have time and are content to shop around before placing their orders.

Play at Work

Work is whatever you must do. Play is what you like to do. So why not like your work?—*The Silent Partner.*



Flavoring Extract Section

Would Place Advertising of Drugs Under Food and Drugs Act

SENATOR Royal S. Copeland of New York, has introduced a bill (S.5656) which is designed to amend the Food and Drugs Act of 1906 by extending the provisions of Section 8 of that act to include false or deceptive advertising of drugs.

The act would be amended under the Senator's bill by adding to Section 8, a new paragraph, as follows:

"Fourth. If, in any manner, or by any means whatsoever, any of the ingredients or substances contained therein, or the curative and therapeutic effect of such article or its ingredients or substances, are falsely or deceptively advertised, represented, or described in any Territory or the District of Columbia, or in any State to which such article is shipped or delivered for shipment from any other State, or from any Territory or the District of Columbia or from any foreign country, no such advertisement, representation, or description shall be held to constitute misbranding for a period greater than six months after such advertisement, representation, or description was made or published."

The effect of this would be to place in the hands of the Food, Drug and Insecticide Administration, the power and duty to censor advertising of drug products.

Trade sentiment is divided on the advisability of such censorship. It is not believed that the bill can be enacted during this short session of Congress.



SENATOR R. S. COPELAND

Official Report of the Flavoring Extract Manufacturers' Association

SINCE our last month's report of the activities of the association, the subject of the coming annual convention has been the topic of chief interest to the members. A letter under date of December 31, 1930 was sent out by E. L. Brendlinger, president, as follows: "A meeting of the Executive Committee was held on January 9th at the Hotel Astor in New York City.

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Official Report of Soda Water Flavors Manufacturers Association

DR. B. H. SMITH, of Virginia Dare Extract Co., Inc., Brooklyn, N. Y., and also contributing editor on Flavoring Extracts for THE AMERICAN PERFUMER, was re-elected president of National Manufacturers of Soda Water Flavors at the twenty-fifth annual convention held in Milwaukee at the Auditorium. Other officers and directors also elected at that time were: vice-president, Ira B. Harkey; treasurer, Dr. H. E. Harrison; secretary, Thomas J. Hickey; director, Thomas A. Deasy; directors, August Peter, Donald W. Hutchinson, Samuel W. Mutch and W. F. Meyer.

After the roll call, the reading of the minutes was dispensed with and President Smith and Secretary Hickey presented their annual messages. W. Parker Jones, Washington representative of the association, was called on and explained there is little difference between the old and new prohibition regulations insofar as they affect the soda water flavor manufacturers, and reported on certain other matters. There was a general discussion of several matters of interest pertaining to the industry and this was followed by the election of officers. Among the resolutions adopted were those extending condolence to the business associates and family of former president Douglas W. Hutchinson and C. Blair Leighton, who passed away during the year. Other resolutions expressed thanks to the trade press and to National Confectioners Association, Flavoring Extract Manufacturers Association and American Bottlers of Carbonated Beverages, for their co-operation.

The convention then adjourned and the entire membership were the guests of August Peter, of Northwestern Extract Co., Milwaukee, at a luncheon in that company's plant. Those who attended were: S. Twitchell Co., by Chas. O'Connor; Hurty-Peck & Co., by G. J. Hurty, E. J. Cassidy; Ladwig-Schuetter Co., by Paul F. Reinke; Northwestern Extract Co., by Aug. Peter; The A. J. Lehman Co., by Phil Steiner; Schranck Laboratories, Inc., by Walter Schrank; Monarch Mfg. Co., by J. B. Whitton; Whittle & Mutch, by Harry Whittle, Samuel W. Mutch; National Fruit Flavor Co., by Ira B. Harkey; Virginia Dare Extract Co., Inc., by Dr. B. H. Smith; Henry Magnus, by E. Magnus; John Mulhern Co., by Thos. A. Deasy; E. Berghausen Chemical Co., by Henry Kassens; Foote & Jenks, by C. H. Redding (guest); Theonett & Co., Inc., by W. H. Gast; Warner-Jenkinson Co., by W. F. Meyer; W. Parker Jones, Washington Representative, Washington, D. C.; John

S. Hall of Thomas J. Hickey's office, Secretary National Manufacturers Soda Water Flavors.

Address of President B. H. Smith

It is a pleasure to welcome you to our Annual Meeting. The Directors have not been called together during the past year, but we have kept in touch with each other, and united official protest or other measures have been taken in a few instances where the facts seemed to require such action.

Perhaps the most important legislation of the year from the standpoint of the Extract Manufacturer was the Williamson Bill, transferring Prohibition Enforcement from the Treasury Department to the Department of Justice. Because of the scientific background and long experience of the Treasury Officials of the Prohibition Bureau all legitimate users of industrial alcohol looked with apprehension upon the proposed transfer.

As a result of trade protests, including our own, the Chairman of the Senate Committee stated, "the Government does not intend to hamper the legitimate user of alcohol." The bill as finally passed left the permissive features of the law jointly in the two departments. This, of course, means that the Treasury Department's experience, chemical background, scientific knowledge and understanding of trade conditions and requirements will be available when decisions upon permits are made.

It is understood that the new Regulations for the Enforcement of the Federal Prohibition law will not be published until January 1st.

A tentative draft, in describing the materials that the extract manufacturer could purchase, omitted the previous phrase, "distilled liquors," substituting therefor alcohol and wine. This would prevent us from purchasing rum or brandy for use in flavors.

A canvass of our membership showed that while only a few used rum or brandy, like Voltaire on free speech, they would unanimously defend to the death your "right to do so," and none wished their rights curtailed as to ingredients that might be of value in finishing or improving a flavor.

We therefore filed a protest against any limitation upon the kind of distilled spirits to be allowed the extract Manufacturers. Latest advices from Washington indicate that the use of distilled spirits will be permitted as heretofore.

During the Summer there was a great drop in the sale of ginger ale throughout the South and Southwest because of the paralysis caused by fluid extract of ginger. We wrote Prohibition Commissioner Doran and obtained a statement from him, that the difficulty had nothing to do with ginger ale extract or ginger ale, and several of the trade journals gave publicity to this letter. Mr. Hickey also sent a bulletin to the Association members containing Commissioner Doran's letter, stating that all the trouble was caused by adulterated fluid extract of ginger.

Last Spring your President attended the annual meeting of the United States Chamber of Commerce at Washington. An outstanding development there was the sharp criticism of the Farm Board.

A month ago I joined a party of ninety executives on a tour conducted by the National Research Bureau

to nine or ten of our leading Research Laboratories.

These included the laboratories of the Bell Telephone Company at New York, General Electric Company at Schenectady, General Motors Company at Detroit, American Rolling Mills at Middletown, Ohio, the Aluminum Company of America at Pittsburgh, and also the Mellon Institute, Bureau of Standards and the National Canners' Laboratory. Great advances are being made in the field of Research and Scientific Investigation in all lines of industry. More men and more dollars are constantly being put into research projects. With increasing competition in all lines, every industry, including our own, should pay increasing attention to research problems.

One of our leading soft drink companies maintains a fellowship at the Mellon Institute for the study of ginger ale. We need more such fellowships—more research work in the field of flavor.

In the past properly directed research has nearly always paid good dividends and it is very probable that the same would be the case in our own domain. Our leaders of the future will undoubtedly pay more attention to research and quality, rather than price.

During the year we have lost by death Mr. D. W. Hutchinson. He was practically the father of our Association, and was always keenly interested in its welfare and that of its members. Mr. Hutchinson was without doubt one of the best known, most respected and most loved men in our industry. He is much missed here today.

In conclusion, we are all well aware that business might be better. We have a depression on hand that can be spelled with a capital "D." World conditions everywhere seem unfavorable and it is easy to be pessimistic with the present outlook. However, if we are to judge the future by the past there should be a turn upward shortly. We had a somewhat similar depression in 1903. On Oct. 3rd, of the year at the depth of the depression the Commercial and Chronicle reported that "New lows were reached today by nearly all stocks; writers have tried to recall an occasion like this, but it was beyond compare." A year later, however, the same journal, on October 22nd, carried the statement, "Renewed business activity. Confidence prevails in business and financial circles."

We had an election the other day which some are inclined to view with alarm. What business abhors is uncertainty, and the election of the other day leaves us with the certainty that no party legislation can be passed. Let us therefore look forward to the future with cheerfulness. If history repeats itself, we can expect a turn for the better in the near future.

Report of the Flavoring Extract Association

(Continued from Page 737)

"Wilbur Hyde of the Abner Royce Co., Cleveland, is chairman of the Convention Committee and will handle the affairs of the Convention, with the assistance of the following members of the Association: John Zipp, Zipp Manufacturing Co., E. G. Walls, The Wm. Edwards Co., H. W. Madison, Widlar Company; T. S. Strong, Strong Cobb & Co.; T. K. Roach, W. J. Bush & Co., Inc., all of Cleveland."



Determination of Water and Fat in Organic Material

ACCORDING to H. BULL (*Tidsskr. Kjemi Berg.*, 1930 10, 5 to 7) the material (10 gms.) is weighed into a flask fitted with a graduated side tube, and boiled under reflux with 50 cc. of trichloroethylene, the flask being inclined so that the expelled water collects in the graduated side tube. After reading off the volume of water in this, the solvent remaining in the tube is returned to the flask by cautiously inclining the latter, and an aliquot portion of the liquid is withdrawn by a pipette. The extract is evaporated in a weighed flask over a flame and the last traces of solvent are removed by evacuating the flask while heating it at 100°, admitting air, and then re-evacuating; after ½ hr. the flask and extracted fat are weighed. If the material under examination is a powder the extract must be filtered before withdrawing the sample; this is preferably accomplished by inserting a thimble made from filter paper into the liquid in the flask, and pipetting off the clear liquid from its interior. A correction must be applied to the quantity of fat obtained, due to the increase in volume of the solution caused by the dissolved fat; for this purpose tabulated figures are given.—*Jour. Soc. Chem. Ind.*, 49, No. 14, p. 291.

Dental Preparations, Netherlands

Although of small size and population, the Netherlands offers a good market for dental preparations which are now in use by most of the population. Total consumption is estimated at 8,000,000 packages a year. There is considerable local production of lower priced products, such as the brand, "Pastol," retailing from \$0.08 to \$0.15. American, German, and British products compete successfully with domestic manufactures. One German factory has established a depot at Amsterdam supplying the Netherlands with a product comparable in price and quality to the domestic manufactures. There are two American tooth pastes on the market which are well received. One American product is manufactured on a royalty basis by a British firm. Packages should be labeled in English and marked with the Netherlands retail prices.—(C. Gorter, of the commercial attache's office, The Hague).

Appreciates Contents and Presentation

Gustavo Fortunato

I take again this opportunity to congratulate you for the presentation and contents of your magazine. It is certainly a beauty.

Changes in German Vegetable Oil Industry

A COMPREHENSIVE report on the German vegetable oil industry has just been completed by the commission appointed to investigate the current status of the industry in that country. A number of oil mills have been closed down in pursuance of the rationalizing policy of the big German-Dutch combine, and the number of appreciable size is now about 60, employing 14,000 persons. However, the total output has increased substantially since the war and is now about 850,000 tons of vegetable oil per year, derived from over 2,000,000 tons of raw material in the shape of oilseed and nuts—nearly all imported.

The relative importance of the various oil seeds has altered remarkably. Peanuts and soya beans now predominate, palm kernels, coconuts or copra, and linseed coming in order named. These five constitute approximately 95 per cent of the total raw material used, the remainder being composed of cottonseed, sesame, and rape or castor seed. Germany's import of oilseeds is nearly twice that of Britain, and her import of West African palm kernels is far greater, despite the oft-expressed determination immediately after the war, that this part of the trade at any rate should be mainly in British hands.

The yield of oil cake has grown from 1,080,000 tons in 1913 to 1,710,000 tons in 1929, of which soya bean cake and meal constitute one-half and peanut cake and meal nearly one-fourth, while cottonseed cake has declined from 16.1 per cent of the total to 0.3 per cent. Cake is produced when the material is expressed and meal when it is treated with solvent, the oil being solvent-extracted or dissolved out. The great improvement of the solvent extraction process of late years has correspondingly increased the production of meal.

The oil has grown so greatly in status as a human food that the proportion now used for edible purposes is double the former figure, and the amount available for soapmaking and other technical purposes has declined. The soapmakers have had to augment their supplies with fish and whale oils and a large number of fillers. The great improvement in the refining and bleaching processes is largely responsible for the increased use of vegetable oil for edible purposes. The technical history of the industry is of great interest, illustrating in a remarkable manner the value of concentrated research in a great industry. Besides the refining and allied processes, the process of hydrogenation, by means of which liquid oils are converted into hard fats, has been improved. This has been of

great value to the soapmaking industry. Many large hydrogenation works have been erected in Germany, Russia, and other European countries.

The German oil mills are now principally located around the coast towns, such as Harburg-Wilhelmsburg, Bremen and Stettin. Several of the inland mills, chiefly expressing mills, have been closed down in recent years.

Grape-fruit Seed Oil

G. S. JAMIESON, W. F. BAUGHMAN, and S. I. GERTLER (*Oil & Fat Ind.*, 1930, 7, 181—183) state that air-dried grape-fruit seeds contain about 30% of a semi-drying oil with a bitter taste, which gives a medium hard, free-lathering sodium soap. An expressed oil (clear yellow) and an extracted oil (greenish-yellow, purple fluorescence by reflected light) had, respectively: \bar{d}_{20}^{25} 0.9170, \bar{d}_{20}^{25} 0.9207; n_D^{25} 1.4700, 1.4696; acid value 2.5, 3.3; iodine value (Hanus) 106.3, 100.4; saponif. value 194.1, 194.3; acetyl value 7.7, —; unsaponifiable matter 0.7%, 0.7%; saturated acids (corr.) 26.6, 27.63; unsaturated acids (corr.) 68.5%, 67.77%; iodine value of unsaturated acids 146.2 (155.2 calc.), —. The expressed oil contained the glycerides of oleic (20.5), linoleic (51), palmitic (20.1), stearic (7.6), and lignoceric acid (0.1%), together with 0.7% of unsaponifiable matter. The extracted seed-cake had a bitter taste and contained 21.4% of protein, 38.8% of nitrogen-free extract, and 22% of crude fibre; it would be a good cattle-feed if rendered palatable by admixture with other feeding-stuffs.—*Jour. Soc. Chem. Ind.*, 45, No. 28, p. 621.

Deodorization of Oils and Fats

Hitherto known devices for deodorizing oils and fats offer this disadvantage: that the deodorizing steam remains in contact with the oil for only a short time so that the odor inherent therein is only partially removed.

This disadvantageous feature is overcome in the present invention in that the steam applied is obliged to travel as long a path as possible in common with the oil. For this purpose the steam is led through a spiral pipe built into the deodorizing machine into which the oil is likewise drawn as a result of the suction created. At the upper extremity of the spiral pipe the mixture of steam and oil issues out again and is set in rotary movement whereby fresh molecules of the oil are caused to be repeatedly mixed anew with the steam and thereby rendered perfectly odorless. In order to make possible as even a spread of the issuing steam as possible and to prevent the oil from being forced into the vacuum pipe, the spiral tube is provided at its upper end with a series of lateral outlet holes.

Patent Claim:¹ A device for the deodorization of oils and fats by means of steam, consisting of a vacuum tank having a spray nozzle and characterized by the fact that the nozzle leads into a spiral coil which is provided at its upper end with outlet holes. (2 drawings accompany the patent)—*Seifensieder-Zeitung*, No. 27, 1930, p. 481.

¹ German Reich Patent 497,307, April 8, 1927. Caspar Nilgen, Neuss a/Rhein.

Discoloration of Soaps

by H. L. Ramsey

THE cause of discoloration and spottiness in soaps after storage is still veiled in much obscurity, and despite a good deal of research on the subject there is still considerable difference of opinion as to the true explanation. The facts are only too well known: the utmost skill and care may be employed in making the soap; the raw materials used are beyond reproach; everything possible has been done to ensure a high quality product. And yet, for all that, the mysterious browning and unpleasant blotches appear on the surface of the soap after being stored for a few weeks or months. Various causes have been assigned, one of the most popular and plausible being the presence of unsaponified fat in the soap. Wittka, and also more recently Oskar Hagen, in various articles in the *Seifensieder Zeitung* and elsewhere, have, however, shown—and it is indeed a matter of fairly common experience—that there are vast quantities of soap sold every day containing appreciable amounts of unsaponified fat, without showing a trace of discoloration; and, on the other hand, there are large quantities containing little or no unsaponified fat which very quickly become discolored and rancid. It has been shown that a cold process coconut oil soap in which 15% of the oil has not been saponified may, under suitable conditions, remain sweet and of good color for long periods. Wittka has reached the conclusion that the discoloring and rancidity are due to autoxidation in the presence of a catalyst and to the consequent formation of oxyacids. Such autoxidation is said to affect not only the fatty acids in the neutral or unsaponified fat, but also the fatty acids combined in the soap, and may therefore occur in a soap in which all the fat is completely saponified. The most likely catalysts are the heavy metals, chiefly copper and iron. Copper and its alloys are the most active, especially with neutral moisture-containing soaps. This can readily be shown by sticking a wet copper or brass pin into a piece of soap which is quite fresh and neutral (water-content 35-40%) and expose the soap to the direct action of sunlight. After a few weeks there appears in the neighborhood of the copper pin a yellowish circle or blotch, although only the merest trace of copper can have passed into the soap. With a superfatted soap the experiment does not succeed quite so well, the yellow blotch not showing as soon.

If now a large number of pieces of neutral grain soap from the same boil, immediately after cutting and without drying, are pressed between slightly moistened brass or bronze stamps; also if a like number of cakes of soap, but these carefully dried, are pressed between absolutely dry stamps, it will be found that the wet stamped cakes soon show signs of blotchiness and discoloration. This shows that relative dryness is an important factor. The use of glycerine on the stamp dies is therefore not desirable, since glycerine itself contains a certain amount of water. It may frequently happen, especially with new dies that small particles of brass or bronze may be dissolved in the soap, in which case discoloration takes place at the point where this metal is dissolved. Copper salts

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Soaps Used in the Textile Industry*

Requirements of Soaps Used in the Washing of Wool and Silk— Alkali Content Important

ACCORDING to the data set forth by the unnamed author, there seems to be a prevalent opinion that any kind of soap can be used in the textile industry. In reality, a choice of the fat and oil used is just as important as is the preparation of the soap itself. As far as the washing of wool is concerned, we know that soda soap is used to a great extent. This soap is taken out of the kettle and put directly into the vat. A test of this soap that was made by the author, included 15.1 per cent fatty acids, 2.1 per cent combined alkali (Na_2O), 0.3 per cent insoluble material (dirt), 1.6 per cent unsaponifiable fatty substance, 80.5 per cent water, and 0.4 per cent uncombined caustic soda. This soap, which is used so much in washing wool, contained only 17 per cent real soap. The fatty acids consisted of about 30 per cent dark rosin, and 70 per cent whale oil, or other fish oil. Such a soap causes not only a disagreeable odor because resinous, unsaponifiable substances dry on the wool, but also a stickiness of the vats. Other than that, there is great danger in the 0.4 per cent free caustic soda formed. Soap used in the wool industry should, first of all, be free of rosin, and furthermore, should contain no drying oil such as linseed oil or soya bean oil. Linseed oil leaves a characteristic odor, that reminds one of the color on the wool. According to an analysis of the author, a good hard soap for washing wool has the following composition: Fatty acids, 63.7 per cent; combined alkali (Na_2O), 8.1 per cent; uncombined alkali, 0.1 per cent; and water, 28.1 per cent. The fatty acids contained no rosin, but were entirely composed of good tallow, bleached palm oil, and some palm kernel oil. If the wool is to remain undyed, a potash soap is recommended. A good potash soap has the following composition: Fatty acids, 44.1 per cent; combined alkali (K_2O), 7.4 per cent; uncombined alkali, 0.15 per cent; and water, 48.35 per cent. Hard soap for washing wool should not contain over 0.1 per cent uncombined caustic alkali, and the mixture of fatty acids should consist of good tallow and bleached palm oil, together with a little palm kernel oil. For washing yarns, especially those that are to be woven into white cloth, a soft potash soap is most appropriate. Such soap should be made entirely of olive oil, and also should contain not over 0.1 per cent uncombined caustic potash. An excessive content of caustic potash causes a yellowish color in the wool.

Concerning a selection of the oils and fats, the following are especially recommended for soap used in washing wool: Tallow of the best quality, olive oil, palm kernel oil, coconut oil, and bleached palm oil. In the Bradford district, in England a mixture of 60 parts tallow (titer $43\frac{1}{2}^\circ \text{C.}$), 20 parts (tech.) olive oil, and 20 parts palm kernel oil, or Ceylon coconut

oil, is used with excellent results in washing wool of any kind. Another mixture which is somewhat cheaper but which proves just as excellent, contains 50 parts tallow, 30 parts bleached palm oil, and 20 parts palm kernel oil or Ceylon coconut oil. Relatively speaking of the palm oil, Lagos oil should be used. This contains a very small amount of free fatty acid. Next in rank is New Calabar. The palm kernel oil has a titer of about 23°C. , and a necessarily small content of free fatty acids. As far as coconut oil is concerned (which should also contain very little free fatty acid, and be as white as possible) Ceylon oil is best. Cochin China and Malabar are next in line.

In the past, a great quantity of soap made of cotton oil soap stock was used, and to a lesser extent this still exists today in the case of the almost worthless lump wool. Because of the excessive alkalinity of such soaps, numerous difficulties like disagreeable odor of the wool, a yellowness of the white wool, and an uneven dyeing of the cloth are caused. A cotton oil soap stock that was examined by the author contained 51.2 per cent fatty acid, 32.7 per cent water, 3.4 per cent caustic soda, 6.2 per cent organic material (albuminous and unsaponifiable fatty substances inclusive), 2.7 per cent insoluble material, and 3.8 per cent glycerine. By cooking these soap stocks with caustic soda, and by graining them, one secured a soap that, although unsuitable for washing a good quality of wool, was usable for preparation of a cheap household washing powder.

The preparation of a washing soap by boiling olein with calcined soda (soda ash) is a procedure that is disappearing very rapidly. It should, however be primarily noticed that the whole fat charge does not consist of real oleic acid. Such a soap would be quite risky when boiled insufficiently. Redistilled olein containing less than 96.8 per cent oleic acid and 2.2 per cent stearic acid besides the 1 per cent unsaponifiable dirt and water, is best according to the author's investigation. Nevertheless, single pressed oleins contained up to 37.2 per cent neutral oil, so that all attempts at saponification with sodium carbonate were useless. In one of the tests brown olein was examined by the author and found to contain 69.4 per cent free oleic acid, 23.1 per cent free stearic acid, and 7.5 per cent unsaponifiable fatty substance. The high percentage of unsaponifiable matter would make such olein unusable for any kind of soap.

Another likewise impractical method, consisting of the preparation of soap from fatty material has been secured through the decomposition of used soap solutions in wool washing machines. Such fat contains 10 to 60 per cent unsaponifiable fat material, and is therefore completely worthless. This is similarly applied to the so-called fuller's fat which is able to obtain a high percentage of unsaponifiable fatty sub-

* *Seifenzeitung*, Ztg., Vol. 56 No. 29.

stance from the oils used in carding and spinning. An analysis of fuller's fat which was made by the author showed 11 per cent water, 77.4 per cent saponifiable oil, and 21.5 per cent unsaponifiable fatty material. Other fuller's fats also, which were mixed with olein and boiled with caustic soda as well as with soda ash, had unsaponifiable fatty material amounting to not less than 3.7 per cent. This results in the fact that no clean glistening wool can be secured.

Only (hard) soda soaps can be used successfully in the preparation of soap for fulling cloth. Soaps from Australian mutton tallow or the best English (home melt) tallow with a titer of not less than 44° C. are best. The latter should be of a white or light yellow color and should contain as little uncombined fatty acids as possible. By practical tests with English as well as German fulling machines, the author found the following mixture as ideal: 40 parts Australian mutton tallow (titer 46° C.), or English beef tallow (titer 44° C.), 40 parts bleached palm oil (titer 45° C.), and 20 parts palm kernel oil (titer 23° C.) or Ceylon coconut oil. Another good soap for fulling is made of 60 parts mutton tallow (titer 46° C.), 20 parts olive oil of the best quality, and 20 parts palm kernel oil or Ceylon coconut oil. Soaps for fulling should contain not more than 0.05 per cent uncombined alkalis (caustic soda or carbonate). A content of about 0.03 per cent would be right if an almost neutral soap is desired. Naturally, all water, especially that which is very hard, should be treated before using for textile purposes. Soaps for fulling demand a certain gelatinizing tendency which one may secure in the following method: Dissolve 10 parts finely chipped soap in 100 parts water. The soap should be put into a beaker, set into boiling water, and constantly stirred until the soap is melted. The beaker is then put into cold water, and the temperature at which the soap thickens observed. Experience has shown that those soaps which thicken at about 45° C. can be used for wool of the finest quality. The addition of rosin soap is not recommended.

Soaps for washing and fulling demand great care in boiling. The clear lye should constantly be visible while boiling the soap used for washing wool. For this reason it seems necessary that caustic soda be added while the water is not boiling. In this way an entire saponification of the fat is assured. Tallow soaps for washing wool should remain standing for at least three days, to settle well, so that when they leave the soap kettles, they will contain not more than 0.1 per cent uncombined alkali. Soaps used for fulling should always be clear-boiled twice, and treated in such a way that the content of uncombined alkali is as low as possible. Uncombined alkali is not detrimental to the cotton and linen warps and strands before the finishing process; on the contrary, as long as the combination of fats is correct, the bleaching process is assisted. Oil soaps, especially those of peanut, palm, and palm kernel oil, are best. Drying and semi-drying oils are to be avoided. If palm oil is considered, 50 parts bleached palm oil, 25 parts palm kernel oil, and 25 parts peanut oil are suitable with 0.5 to 1 per cent free caustic soda. In treating cotton strands a mixture of like quantities of white tallow and palm kernel oil are used. All but 30 per cent of the fatty

acids are thinned out with the condensed water, and then this soap is ready for use.

Soap used in calico printing must necessarily be soluble and neutral; the admissible maximum amount of uncombined alkali amounts to 0.1 per cent. No drying or semi-drying oils can be used, nor additions of rosin. A mixture of 40 parts bleached palm oil, 40 parts olive oil, and 20 parts palm kernel oil is looked upon as ideal.

An especially great solubility is demanded of soap used for the silk industry especially that which is to be used in the removal of gelatine, dextrine, and starchy substance. Olive oil of the best quality is most suitable. In case a large quantity of soap is demanded, one can use 60 parts olive oil, 20 parts bleached palm oil and 20 parts palm kernel oil. The uncombined alkali should not amount to over 0.3 per cent. Soap for dyeing silk must be absolutely free of uncombined fatty substances. At least, only a minimum quantity of unsaponifiable fatty substance is allowed. The unsaponifiable fatty substances that are derived from the oils of the standard, can be removed chiefly in the boilings by continual washings with a strong lye. Soaps for dyeing silks should be made from pure olive oil of the best quality, and should contain not more than 0.1 per cent uncombined caustic soda.

Soaps and Anti-Oxidizing Materials*

V. Boulez, well known for his work in connection with the conservation of perfumed soaps, recently published an important article on "Anti-Oxidizing Materials to Keep Perfumed and Unperfumed Soaps from Spoiling" (C. Mathy, in *News Edition* 1930, 8, No. 4, p. 6). Back in 1895 the author had already filed with the Academy of Sciences in Paris a sealed manuscript which had reference to the utilization of certain materials for the protection of soaps. Put to general use in the manufacture of soap, these materials purported to be odorless, colorless and harmless. They were supposed to be extremely economical and perfectly adaptable to the customary methods in use.

Boulez was the first to show the protective action of an anti-oxidation material under such conditions and in his studies on the action of these materials he decided upon certain sulphur compounds as the most effective. The most important among them was the thiosulfite of sodium and a more active combination which, for the most part, consisted of thiosulfite of sodium, to which he gave the name of "Antoxyl". These materials are cheaper than soap and adding same in small amounts the costs of production are reduced. Many years' experience has borne out the active part played by these anti-oxidation materials, which assist in manufacturing enduring soaps. They likewise permit the use of machines which quicken the production but which many soap manufacturers have had to dispense with because the soap they produced would not hold for any length of time. By using anti-oxidation materials the opportunity is opened up for the soap industry to take a long stride forward, especially in the manufacture of perfumed soaps.

* *Seifensieder-Zeitung*, No. 15, 1930, p. 261.

Discoloration of Soaps

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show similar effects to that of copper and its alloys. If an aqueous solution of copper sulphate is so diluted that the blue color has practically disappeared and a drop of it comes into contact with a piece of neutral soap, then, if this piece of soap is exposed to direct sunlight, sooner or later a speck or blotch will appear. In the dark this does not occur nearly so quickly or so markedly, but nevertheless it does ultimately happen. Iron and its compounds are not nearly so active in this direction as copper. Nearly every fat and therefore nearly every soap contains iron, and this iron content varies between wide limits. If a soap with a high acid number is stored for a long time in an iron container it must necessarily absorb a fairly considerable amount of iron in the form of iron soap. Neutral fats are usually free from iron, but those containing much iron may be recognized by their yellowish or brown color. But even in pure white fats the iron content may be at least qualitatively, and often quantitatively determined, by color reactions for example. In this way an iron content of 0.00023% iron was found in a "Prime" coconut oil, i.e. 2.3 mg. iron per kilo of oil. By de-acidifying this oil with soda lye a part of the iron was removed with the resulting soap, and the iron content of the oil fell to 1.4 mg. per kilo, whilst the defatted and dried particles of soap flake thus removed contained 30 mg. per kilo.

In the manufacture of soft soaps the iron compounds present in the fat pass wholly into the soap. Milled soaps, on the other hand, only contain a part of the iron, the remainder passing into the lyes. This contamination of soap with iron or copper is well known. In the case of copper it leads to rapid deterioration of the soap under almost any conditions, but in the case of iron the position is less clear. One may say that no soap is entirely free from iron, and yet it cannot equally be said that no soap is exempt from deterioration. Although fairly large amounts of iron may lead to darkening of the soap if other factors are favorable thereto, yet smaller quantities do not lead to darkening or to any change in the keeping qualities of the soap. Iron would appear to play only a part, and only a small part if any, in the darkening process which appears to be due rather to a conjunction of several causes, such as air, light, dampness, enzymes or bacteria. It would seem that some soaps form better nutrient media for bacteria than others, but on this point definite conclusions are not available, and experiments to test it are still in hand and will be reported later. That air and light are powerful factors is clear when one examines a section of a darkened soap and finds that this darkening has only penetrated a little way into the soap. Temperature also is important, and the higher the temperature the greater the liability to darkening, especially if copper is present. Experiments were undertaken to test the effect of varying degrees of superfatting. Up to a certain point and certain percentage of superfat it seemed that the soap's keeping qualities declined with increasing percentages of neutral fat, but beyond that point—and with still larger percentages of superfat—this was not the case. The one general conclusion

Features of the Soap Materials Market

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business has now come into the open and former prices have been withdrawn. Those quoted herewith are in accordance with the former schedule but in every instance they can be shaded substantially on large contract business. Manufacturers tried hard to reach a settlement of the situation which would permit of business on a stable basis for the coming year but these efforts have been unsuccessful and the result is a much upset and unsettled market. It is likely that the volume of contract business will be lighter than usual this year and the volume of open market trading heavier. This will result in a more interesting but much less safe market for the buyers. Our advice is to contract, if possible, but to check prices carefully in competition before placing heavy commitments for delivery during 1931.

Other Soap Materials

Business has not been good and prices have been irregular, especially in second hands. Some tendency to force sales prior to inventories has been noted at the close of last year and unfortunately, it has extended into the present period to a greater extent than usual. The cautious buyer will find bargains but there are other items in which prices are certainly as high as they could be expected to be under present conditions.

that can be drawn here is that superfatted soaps are more stable to copper-poisoning than are perfectly neutral soaps; also that copper and iron, under suitable conditions, may give rise to the formation of oxyacids, not only in the free fatty acid—if present—but also in the combined fatty acid, i.e. in the soap itself.

In describing the effect of different metals on tendency to spottiness in soaps Julius Schaal (*Seif. Zeit.* 57, 1930, 681-3) says that copper is a very undesirable metal to use in the stamps or dies, whether in the form of brass or bronze. Of the two alloys bronze is worse than brass as it contains more copper. He says that wooden stamps are now being used in Germany, but these too are not entirely satisfactory. Various experiments are being made to improve the wooden plates, also to discover an effective anti-oxidizing agent. Several of these have been lately introduced into the German soap industry, under various trade names and at fancy prices; but Schaal says there is no need for fancy prices since thio-sulphate has proved to be an excellent anti-oxidant and is cheap enough.

Another interesting point in connection with spottiness is the effect of light. N. Eichberger (loc. cit.) has noted that the discoloration appears more likely to occur on those surfaces or edges of a piece of soap which are not exposed to light; also that the brown spots are wet or clammy while the rest of the surface of the soap cake is quite dry. It is possible therefore that while the other factors above noted—catalytic action, oxidation, etc.—may play an important part, optical effects must not be overlooked, and more particularly changes in refraction due to changes in the colloidal structure of the soap.

Soap Materials Market

Vegetable Oils

After a period of fairly good buying of coconut oil for delivery over the first half of this year, the activity ceased rather suddenly when large quantities of palm kernel oil were offered from Europe at fractionally lower prices. Copra also became slightly easier during the period just ended and as a result coconut oil declined. Nearby deliveries are now quoted at 5½¢ lb. New York and at 4¼¢ lb. Pacific coast in tank cars, but forward shipments are quoted at ½¢ per pound higher. However, importers are not very anxious to sell at these prices.

A number of inquiries for low acid palm oils are reaching the market, mostly for future shipments. Trading in palm oils of late has been quite heavy and nearby stocks remain very small.

Commercial denatured olive oil is moving in a routine way with current price for nearby delivery at 80 to 82¢ per gallon New York in drums for the usual quality oil testing maximum 5 per cent F. F. A. Sulphur olive oil foots are in good demand for future shipments from abroad. While a fair amount of business has been passing recently for nearby deliveries, buyers' and sellers' views as to price for future shipments are too far apart.

A. H. HORNER.

Tallow

A slight revival of buying interest during the first few days of the new year raised hopes that a brisk buying movement might get under way. However, quiet again seems to have settled on the market. Consumers appear to be satisfied to purchase supplies of such material as tallow and grease as far in advance as March at present levels, showing that prices are considered attractive. Producers have not allowed stocks to accumulate, so with their output going into consumption steadily there is a fair balance between the usual factors of demand and supply. It seems fairly well accepted in the trade however, that an advance in price will come about some time this year.

The quotation on fancy tallow is 5¢. per pound loose f.o.b. seller's plant; City Extra grade 4¼¢. Best quality House Grease is quoted at 4¢. per pound loose seller's plant; No. 2 tallow about 4½¢. per pound delivered.

Prime Packers' tallow is nominally quoted at 5¢. per pound Chicago in a quiet market.

E. H. FREY.

Glycerine

The market for the chemically pure grade has been somewhat more active and the effect of this has been shown in local New York quotations, which, while not higher, are on a more substantial and a firmer basis. There has also been a good call for 80 degree material for anti-freeze purposes although the open winter in some sections has proven disappointing to sellers who

had anticipated a considerably better demand for this grade. Crude grades and dynamite remain quiet and are practically unchanged. An occasional car changes hands at or near the quoted levels but the business is far from substantial enough to have any effect upon the quotations prevailing in the market.

Industrial Chemicals

Despite the fact that the alkali makers had set up a scale of prices at the levels prevailing last year, our review of last month indicated that these prices were not being adhered to on large or even on moderate business. The quiet battle between the producers for

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Soap Materials

Tallow and Grease

Tallow, New York, Extra 4½¢. Edible, New York, 5¾¢. Yellow Grease, New York, 3¾¢. White Grease, New York, 4¼¢.

Rosin, New York, December 15, 1930.

Common to good ..	4.65	K	5.50
D	5.00	M	5.85
E	5.10	N	6.40
F	5.32½	W. G.	7.85
G	5.45	W. W.	8.60
H	5.45	X	8.80
I	5.47½		

Starch, pearl, per 100 lbs.	\$3.17 @
Starch, powdered, per 100 lbs.	3.27 @
Stearic acid, single pressed, per lb. ..	.09½ @
Stearic acid, double pressed, per lb. ..	.10 @
Stearic acid, triple pressed, per lb. ..	.12½ @
Glycerine, C. P., per lb.12½ @ .14
Dynamite11 @ .11½
Soap, lye, crude 80 per cent, loose per lb.06¾ @ .07
Saponification, per lb.09 @ .09½

Oils

Castor, No. 1, per lb.12½ @ .13½
Castor, No. 3, per lb.11½ @ .12½
Coconut, Ceylon, Dom., per lb.06¼ @
Corn, crude, per lb.09 @
Cotton, crude, per lb. f.o.b., Mill06¼ @
Cotton, refined, per lb., New York07¾ @
Olive, denatured, per gal.85 @
Olive Foots, prime green, per lb.06½ @
Palm, Lagos, per lb.05¾ @
Palm, Niger, per lb.05 @
Palm, kernel, per lb.06¼ @
Peanut, crude, per lb.09¾ @
Peanut, refined, per lb.12 @
Soya Beans, per lb.07¾ @ .09½

Chemicals

Borax crystals, per ton	66.00 @71.00
Borax, granular, per ton	60.00 @65.00
Potash Caustic, 88@92 per cent, per lb., N. Y.06½ @ .06¾
Salt, common, fine, per ton	12.00 @14.00
Soda ash, 58 per cent, per 100 lbs. ...	1.34½ @ 2.11
Soda Caustic, 76 per cent, 100 lbs. ...	2.95 @ 3.76
Sulphuric acid, 60 degrees, per ton ...	11.00 @12.50
Sulphuric acid, 66 degrees, per ton ...	15.50 @16.50
Zinc, oxide, American, lead free, per lb.06½ @ .06¾

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